

LIFE



NEW MOVIE FIND

OCTOBER 16, 1944 10 CENTS
YEARLY SUBSCRIPTION \$4.50

BACK HOME FOR KEEPS



You'll cry—the tears you haven't dared to cry since the day he went away. You'll laugh—the deep-welling laughter of two heart-happy people who once again are one. You'll make a million plans—for now you can see your plans come true.

And when you dream of your home, your table, the soft light of tall candles, the gleam of fine silverware—then Community* will be right in there thinking with you. Our hands are hard at work for the war. Our hearts, like yours, are turning home. We're longing to be about the business of making America's long-sought, bride-loved Community. Wait for it—there'll be patterns worth waiting for. And know all America is hoping with you—we pray the day will come!

*TRADEMARK

COPYRIGHT 1944, ONEIDA, LTD.

SPEED THE DAY!



BUT WAR BONDS!

Community
THE FINEST SILVERPLATE



*Former Design

If it's Community... it's correct

FREE! If you'd like a full color reproduction of this painting, without advertising, write COMMUNITY, Dept. F, Oneida, N. Y.

Hurry, Son! In those books ahead
Stand Columbus, Webster, Paul Revere—
Men to set a young Imagination free,
Heroes to Shape a young man for Tomorrow.



And we see you in that Tomorrow, Son—
A man Confident and Smiling—with a
Smile that owes much to Ipana and Massage.

CHOOSE YOUR future, Son. Hitch your hopes and dreams to a star!

For today, all the riches and resources of a mighty nation are yours...to help you develop every talent, every ability you possess...to the utmost.

To help you face tomorrow confident and smiling!

Yes, *smiling!* Because today, the smiles of our children are guarded with care. In schools all over the country America's youngsters are learning a lesson in dental health that many parents have yet to learn—the importance of firm, healthy gums to bright teeth and attractive smiles.

Young as they are, these children know that the

soft foods of today deprive our gums of work. They know our gums tend to become soft and tender—and often signal their sensitiveness with a tinge of "pink" on the tooth brush.

"Pink Tooth Brush" is a warning!

If your tooth brush "shows pink"—see your dentist. He may tell you that your gums have become sensitive—deprived of exercise by today's soft foods. And like so many dentists, he may suggest "the helpful stimulation of Ipana and massage."

For Ipana Tooth Paste is designed not only to clean teeth but, with massage, to aid the gums. So, each time you brush your teeth, massage a little

extra Ipana onto your gums. Circulation quickens in the gums, helping them to healthier firmness.

Start today with Ipana and massage—for brighter teeth, firmer gums, and a lovelier smile.



Ipana Tooth Paste

Product of Bristol-Myers

This One



QFFP-PUQ-JF5C

PRO-PHY-LAC-TIC BUYS MY PICTURES BUT WON'T BUY MY BRISTLES!



For years only hog bristle made fine tooth brushes. Then Science made round-end **PROLON**



Actual Photomicrographs

Bonded Pro-phy-lac-tic

The PROLON BRISTLE
A PRODUCT OF DUPONT CHEMISTS

Far and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by duPont.

"Prolon" is our trade name for the very finest grade of this duPont synthetic bristle.

PROLON—no finer bristle made

So, when you read or hear competitive tooth brush claims, ask yourself this: *How can the same duPont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush?* You know the answer . . . it can't!

Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

Users of
Smaller Brushes

Bonded Pro-phy-lac-tic 2-ROW PROFESSIONAL has Round-End Prolon plus extra agility of professional-type compact brush head, only one inch long.

Same price . . . same package, marked with yellow band.



LETTERS TO THE EDITORS

LETTER TO GIs

Sirs:

Thank you so much for your grand letter to us GIs! I assure you this is one of your very best issues and will be treasured as much or more, than the first issue of LIFE.

To my way of thinking, you really accomplished what you set out to do—you really told us about home and the good old U. S. A.! Especially do I appreciate your frankness and honesty in writing this letter. You didn't paint the whole picture with bright colors, but you told us what to expect in the way of problems when we return to civilian life. I'm sure the men overseas will appreciate this issue twice as much as we did here in this country, and that's plenty!

SGT. EMILE F. FAUBERT
Camp Stewart, Ga.

Sirs:

Just returned from the Southwest Pacific to be confronted with your GI issue. Thanks, LIFE! Few other periodicals would devote such intense research to an acute problem. As a whole the issue was a splendid example of what "Joe" wants to see!

The editorial on page 36 stuck to the facts, knocked hell out of wishful thinkers. It should be framed and hung in every civilian home—every barracks or tent—wherever an American lives.

"When You Come Back" answers the prayers of every GI overseas. Give them the facts—not the sentimental fiction of ad writers! Get them home—give them their freedom—they're giving you yours.

T/5 GEORGE MATTAR
Menlo Park, Calif.

Sirs:

Although I have only been away from my home state for a very short period of time, 18 months, it is still good to be able to read about one's favorite place—home.

KENNETH L. STOKES, USNR
Jacksonville, Fla.

(continued on p. 4)

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LIFE
October 16, 1944
Volume 17
Number 16

Volume 17
Number 16



For men in the open—exposed to sun, wind and cold—there's no comforter like CHAP STICK for chapped, cracked lips.

CHAP STICK for men outdoors



Lips parched by heat are thankful for soothing CHAP STICK. Its special medication brings quick and longer-lasting comfort to parched and feverish lips.

CHAP STICK for the war worker



With the Armed Forces, it's CHAP STICK 10 to 1. From cold Alaska to the torrid tropics, it's the friend in need for weather-beaten lips.

CHAP STICK for the Armed Forces



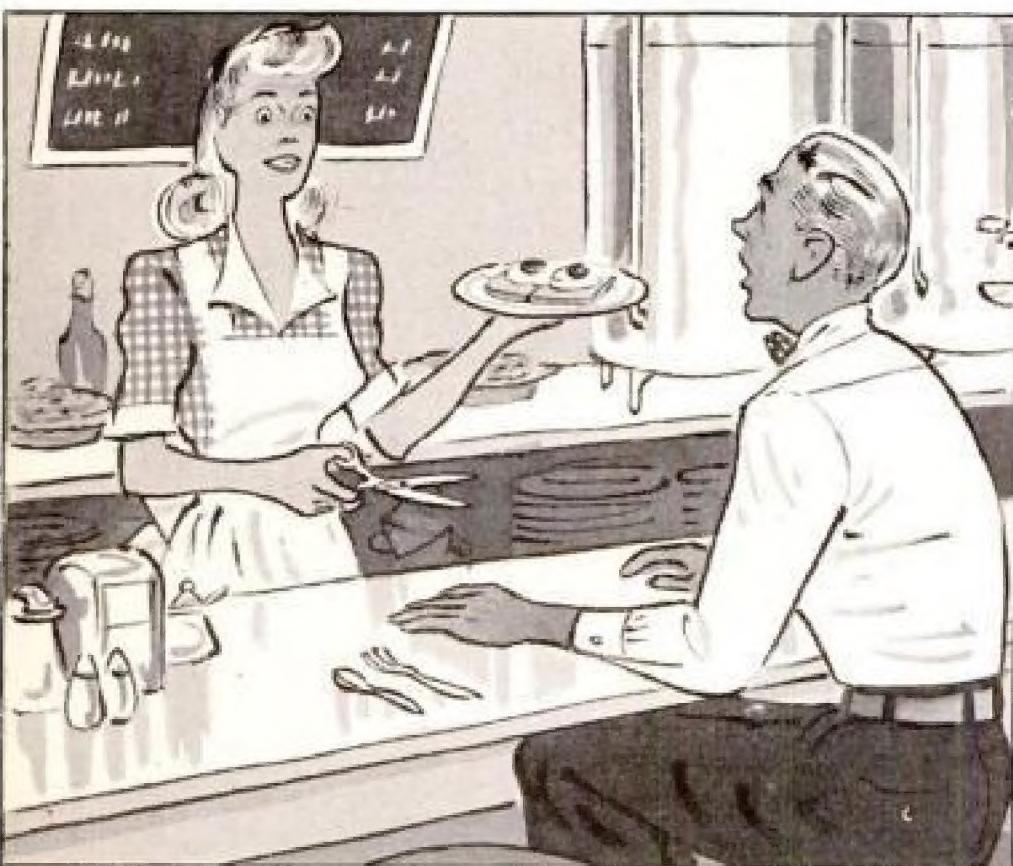
Whatever your work—whatever your pleasure—wherever you go—and whatever the weather... keep CHAP STICK handy to comfort dry lips, chapped lips, cracked lips. Specially medicated—specially soothing.

Chap Stick Co.... Lynchburg, Va.



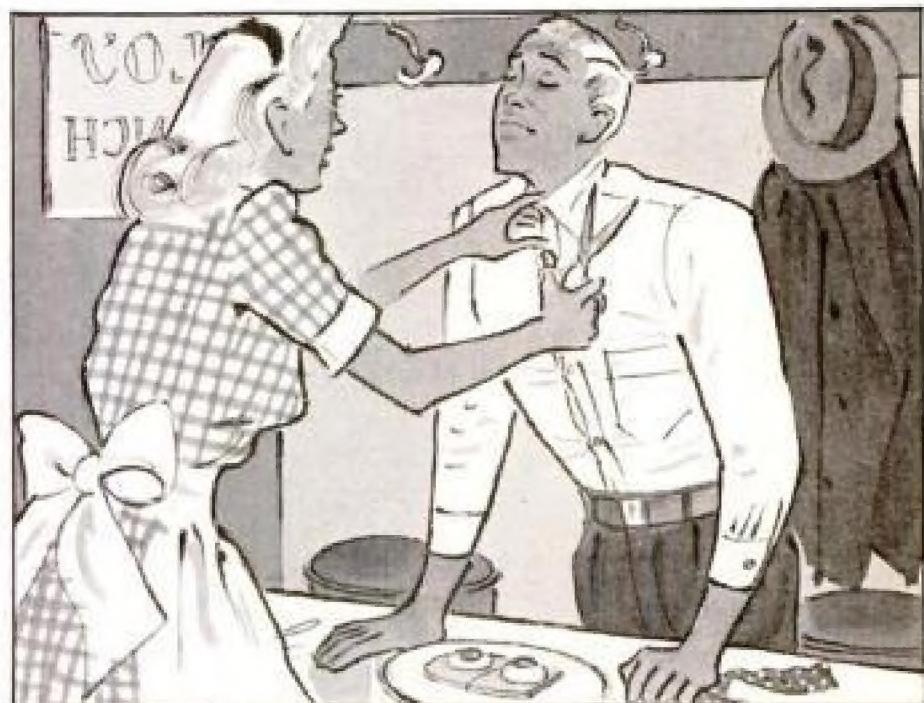
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"Adam and Eve on a raft—with scissors!"



1 MR. L: But, Miss, I ordered poached eggs on toast—NOT scissors!

ANNE: Right, sir! But I can't stand here and watch you choke to death. Here, I'll widen the buttonhole in your collar a bit.



2 MR. L: Thanks, Miss. You know, shirts and I don't mix. We're oil and water. One washing and they shrink up and choke me cross-eyed.

ANNE: But look here, Mister! All you have to do is *make sure* each and every shirt you buy has a "Sanforized" label! That label means your shirt will *always* fit—*today, tomorrow, and next year!* Yes, even if you wash it every day!



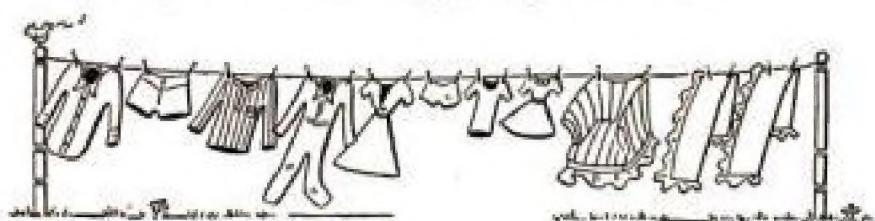
3 MR. L: Hey, do I read the wrong paper? How come I don't know about this? How come *everything washable* isn't "Sanforized," hey?

ANNE: Say, I'll tell you something, Mister! It's coming, and no *fooling!* There'll come a day when every garment you drop into the tub will be "Sanforized"!



4 MR. L: Speed the day, honey! But say, how come a smart girl like you is playing chaperon to poached eggs and hash?

ANNE: Listen, Mister—this is *real, honest-to-goodness war work!* Helping out today in *any* essential civilian job is, believe me! And by the way, what are *YOU* doing to help win the war?



•SANFORIZED•

Fabric Shrinkage less than 1% by the Government's Approved Test

"SANFORIZED": Checked standard of the trade-mark owner. The "Sanforized" trade-mark is used by manufacturers on "Compressive Pre-Shrunk" fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark.

Cleott, Peabody & Co., Inc.

THE "SANFORIZED" label is found not only on shirts, but on all kinds of washables! On men's and women's work clothes... men's shirts, shorts, pajamas... women's sportswear, house dresses, slips... washables for boys and girls and

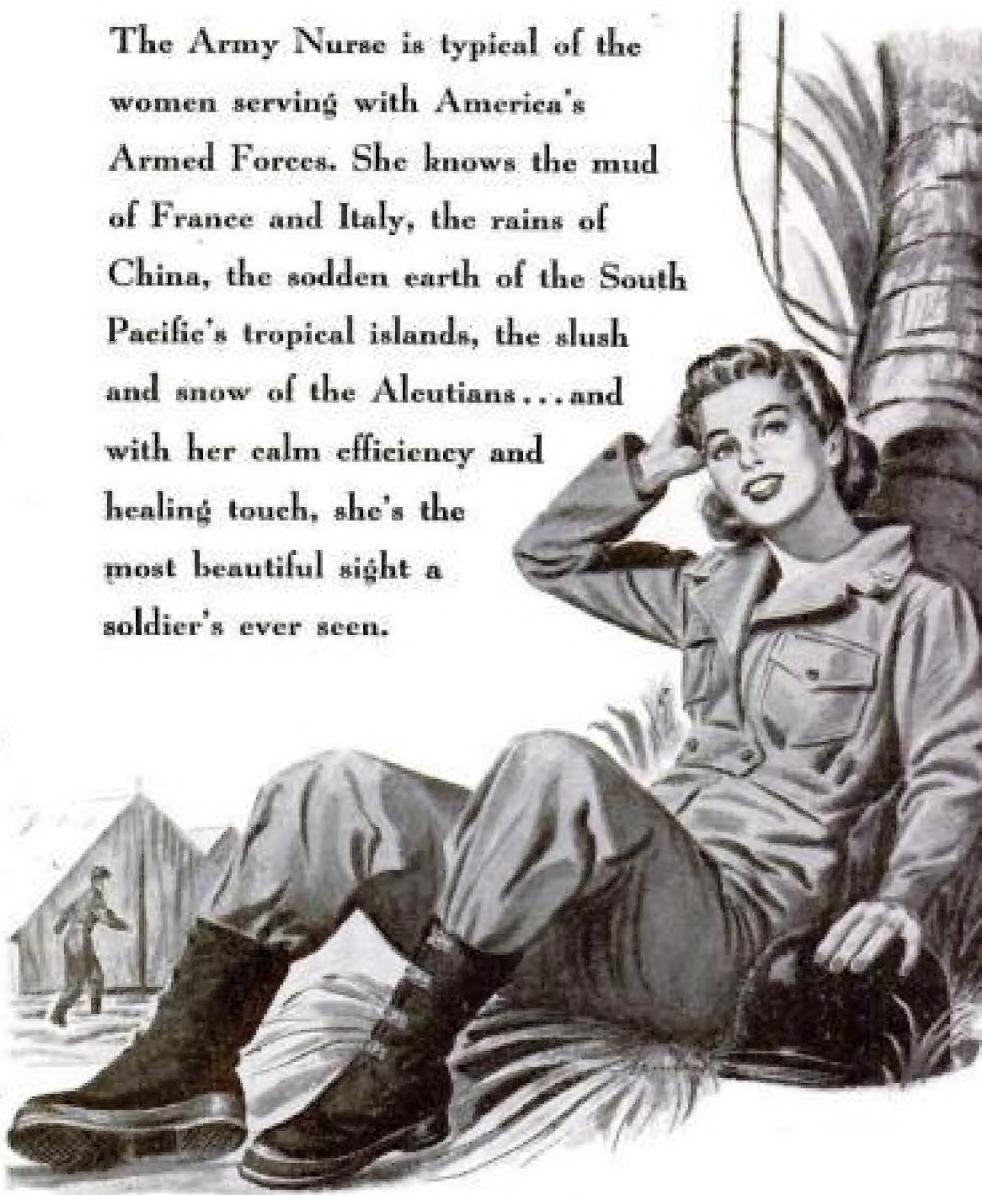
infants... slip covers, drapes. The "Sanforized" label is your assurance that the fabric can't shrink even 1%! Be patient if your store doesn't always have "Sanforized"-labeled articles. But don't ever stop asking for them!

AVOID WASTE...GET PERMANENT FIT... LOOK FOR THE "SANFORIZED" LABEL

We nominate for the best-dressed women of 1944

Our Women at War

The Army Nurse is typical of the women serving with America's Armed Forces. She knows the mud of France and Italy, the rains of China, the sodden earth of the South Pacific's tropical islands, the slush and snow of the Aleutians...and with her calm efficiency and healing touch, she's the most beautiful sight a soldier's ever seen.



As long as her job demands the protection of our sturdy arctics and storm rubbers it is our job to make them for her. But, when our women at war come back, there will again be smart, colorful Gaytees. In the meantime, civilians can still be safely, warmly shod in simplified wartime protective rubbers and overshoes that bear the dependable-quality "U.S." label of the United States Rubber Company.



UNITED STATES RUBBER COMPANY

1230 Sixth Avenue • Rockefeller Center • New York 20, New York

Serving Through Science

LETTERS TO THE EDITORS

CONTINUED

Sirs:

You have given 11,600,000 of us "our America," past, present and future, in this issue. It leaves no doubt that we certainly have something worth our sacrifices past, present and future!

LIEUT. ROBERT S. LINT
Staunton, Va.

Sirs:

Americans will long remember and hold close to their hearts the "letter from home" issue. For every American it was an honest statement of the most beloved of all privileges—American citizenship.

JAMES F. EADS
Chicago, Ill.

Sirs:

Your "letter from home" issue will make a lot of GIs darn homesick. They will fight like Comanches to get back to the good old U. S. A. quicker.

THOMAS F. McATEER
Montpelier, Idaho

Sirs:

I have been trained against showing emotion so that I can attend stretcher cases arriving at the station from overseas—but your pictures of home caused me a good weep. Thanks though, felt the better for it.

ELIZABETH CROWE
Winnipeg, Canada

Sirs:

You folks back home will never know what treasure a letter from home brings with it. You should see your hero rushing for his mail, reading it over and over again, each time finding a new hope and consolation which he never before possessed.

CY MURPHY
Camp Shelby, Miss.

LETTER TO ITALY

Sirs:

Here is a letter from home in true LIFE style—it needs no words. Cpl. J. E. McCormick somewhere in Italy



KAREN SUE AND MOTHER

will be thrilled to receive it, as he has never seen his baby daughter Karen Sue, 3 months old.

MRS. LOUIE R. BEACH
Eid, Okla.

• LIFE's mail brings many pictures like this one. LIFE regrets that lack of space makes it impossible to print more of them. This picture of Karen Sue McCormick is herewith forwarded to her father as a postscript to LIFE's Letter to GIs—ED.

LETTERS TO HOME

Sirs:

There is no question that the servicemen write home.

This picture of the mailbox located in

(continued on p. 6)

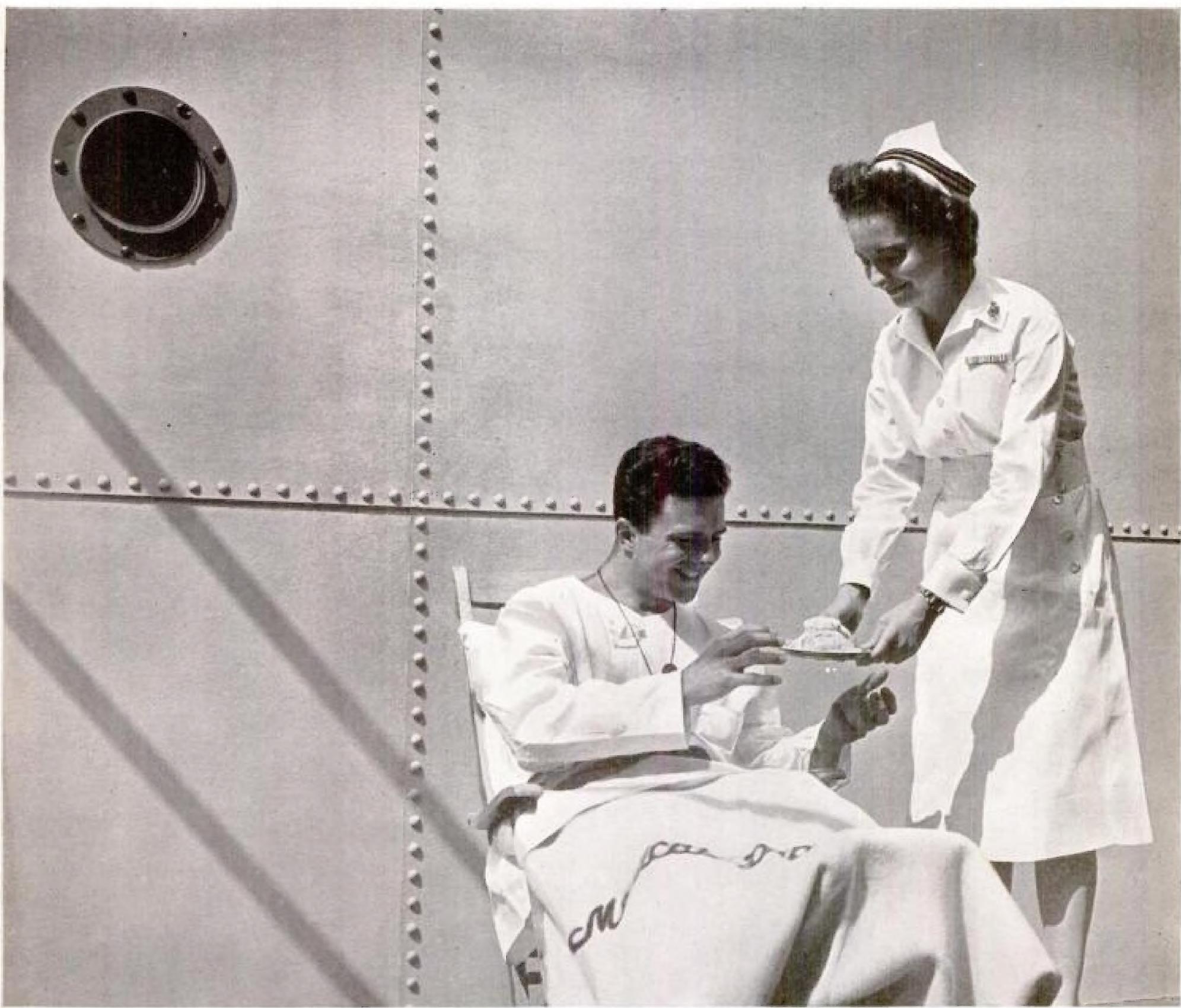
rich cream is blended into this delicious tomato soup



HEINZ
CREAM OF
TOMATO SOUP

made from
Heinz own
Aristocrat tomatoes
and
rich country
cream

Copyrighted material



BUY WAR BONDS AND STAMPS

When the wounded come home

They come more quickly, more comfortably and with higher hopes than ever before in history. American doctors and nurses are doing a magnificent job of healing both body and spirit.

Dairy products are a prime part of the treatment. For example, the medical officer of a hospital ship which handled 4039 South Pacific casualties and lost only seven, reports:

"Ice cream was served the patients every day as a food and a medicine. It helped build both strength and morale. To those wounded men, ice cream most nearly represented home and civilization."

And landing again in the U. S. A. is a tonic to appetites, too. Listen to the busy mess officer of an army hospital, where patients roll right in from the gang-plank.

"Those 700 boys have already drunk up 1500 quarts of milk and the day's not over. There won't be enough milk in the state to fill them up!"

We know you'll willingly share your ice cream and milk with boys like these—even if it sometimes means doing with a little less. For our part, we're proud that our laboratories have been able to develop for the Army and Navy so many products made from milk—nature's most nearly perfect food.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



**NATIONAL DAIRY
PRODUCTS CORPORATION
AND AFFILIATED COMPANIES**

For Better Rain and Spot Protection ... Du Pont "Zelan"

YOU CAN'T BOB for apples without getting wet. But Anne doesn't care. Her playclothes are protected by Du Pont "Zelan." Splashes, as well as rain, roll right off.

"ZELAN" SHEDS WATER



YEAY! TOUCHDOWN!
Splash goes Jack's coke. But who cares! All spots and spills that aren't greasy will sponge right off his "Zelan"-treated jacket.

"ZELAN" RESISTS STAINS



EVERYBODY'S DOING IT
—looking for the "Zelan" tag on rainclothes, playclothes, workclothes, too. Standard Army spray test proves that when clothes are properly washed or cleaned . . .

"ZELAN" WON'T WASH OUT!

**weather protection
that won't
wash out**



DuPont Zelan

REG. U.S. PAT. OFF.



DU PONT, WILMINGTON 98, DELAWARE

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

LETTERS TO THE EDITORS

CONTINUED

front of the Navy students' dormitories at the University of North Carolina is proof of that.

The boxes are emptied twice a day, but even that is not sufficient to alle-



CRAMMED NAVY MAILBOX

viate the congestion resulting from the enormous amount of letters written by the trainees.

CLYDE WINKLER, USNR
Chapel Hill, N. C.

WHEN YOU COME BACK

Sir:

The article "When You Come Back" is exactly what the doctor ordered. It has cleaned up several points I've been wondering about and has informed me of several benefits I didn't know existed.

SGT. ROBERT A. MALLOY
Camp Davis, N. C.

Sir:

The article is one of the best I have read on the postwar for servicemen.

S/Sgt. WM. AHRENS
Camp Van Dorn, Miss.

LADY LUCK

Sir:

I was surprised and pleased to learn from the article on Sgt. Ken McKenue and his muskies in the "Letter from



"LADY LUCK" HERSELF

home" issue that one of my drawings had been chosen to decorate a B-26.

Here is the original from which Sgt. McKenue's B-26 and his flight jacket

A Camera Fan is Made...not born!



What does it take to make a man a photo fan? Bill Brown started several years ago with a Universal candid-type camera. Shots like this — of his daughter Diana in her first evening dress — made photography Bill's hobby.



By the time Diana became engaged, Bill was a top-flight amateur photographer. With his Universal Mercury—one of the fastest cameras made—he was able to take thrilling action shots of the wedding . . . photos the whole family will treasure always.



After today's fighting men get all the war matériel they need, Bill can buy even finer Universal cameras and equipment. They'll result from Universal's wartime experience in producing precision optical instruments for the armed forces. Expect YOUR next camera to be a Universal!

Remember: One photograph from home is worth a thousand words to a serviceman.

There's only one flag we're prouder of

UNIVERSAL CAMERA CORP.
NEW YORK • CHICAGO • HOLLYWOOD

*Picture Manufacturers of Mercury, Cimaster,
Corsair Cameras and Photographic Equipment*

(continued on p. 8)



"Thanks for the music, Brooklyn!"

LIKE A CRUELLY HURT EAGLE, the big Fortress fought the headwinds back to her base. Inside, ten tired men begged their minds to forget the hell they had lived through. Then, like the singing of angels, music came through the intercom. The Brooklyn kid at the radio had tuned in a broadcasting station.

And each man was at peace and home again . . . remembering through music all the little, wonderful things of the wonderful, free life he had lived . . . and was fighting to protect.

YOU CANNOT DESCRIBE MUSIC any more than you can describe love. It's . . . just music. And it's sometimes the most important thing in the world.

That's why we made Stromberg-Carlson radios to bring you the real music, with all its tonal shadings and richness.

We aren't making such instruments today—for our sole job and obligation is making communications equipment for war. But tomorrow, you will find a wide range of fine Stromberg-Carlson radios and radio-phonographs, many equipped to bring you the magic of FM at its best. Through them you will enjoy music and speech brought to you with amazingly natural tone and beauty.



OUR "E" FLAG means many things to the men and women of Stromberg-Carlson. It means...keep turning out the equipment for our fighting men. It means...keep buying War Bonds till it hurts. It means...give blood to the Red Cross. It means...keep praying and working for victory to bring our boys home!



In radios, television, telephones, sound equipment . . . there's nothing finer than a

STROMBERG-CARLSON

A half-century of fine craftsmanship

In Canada, Stromberg-Carlson, Ltd.
© 1944, STROMBERG-CARLSON COMPANY, ROCHESTER, N.Y.

American Boy Meets British Girl -and another bride gets Pequots!



Women who are conservation-conscious are Pequot-conscious, too. For long-wearing Pequots, with their sturdy, close-woven texture, and double-tape selvages for extra firmness, need replacing less often. Four generations of housewives have discovered it's hard to wear out a Pequot! We're glad we can still make some Pequots for home use, in addition to tremendous quantities for our armed forces. Women who conserve, deserve our finest efforts. Pequot Mills, Salem, Massachusetts.

BUY MORE WAR BONDS

PEQUOT SHEETS



LETTERS TO THE EDITORS

CONTINUED

were decorated. Hope she continues to bring luck—or at least provide good company—for the valiant sergeant.

PAUL BENSON

Chicago, Ill.

GIRLS ARE PRETTY

Sirs:

At last LIFE's policy on pictures of girls has come out in the open. It has taken eight years, but your recent headline "Girls—They Are Pretty" settles the matter for me. The tilisful unworldliness of that headline shows me that LIFE's attitude toward girls, that all of them are attractive, must have been created in the glands of a few overage college sophomores.

J. J. McCAFFREY

New York, N. Y.

• When he was an undergraduate at Harvard, Author Hutchins Hapgood once was complimented by his professor, George Santayana, for making a "deeply philosophic remark." His remark: "All girls are beautiful." What's good enough for Santayana is good enough for LIFE.—ED.

GOODNIGHT KISS

Sirs:

This is how my 19-month-old daughter Bonnie Jean kisses me goodnight—she kisses my picture, which seconds



PROXY GOODNIGHT

for me, while I am somewhere in Italy. Officers and men who have families know what they are fighting for.

CAPTAIN BEN H. HARMON,
USA

Italy

HOW TO MAIL IT

Sirs:

Your "letter from home" had the right address on it—the GI will love it.

But imagine my surprise when I took it to the post office to mail overseas and they refused it since nothing over eight ounces is allowed to be sent, and the GI issue weighs 13 ounces.

D. C. DODSON
Waterloo, Iowa

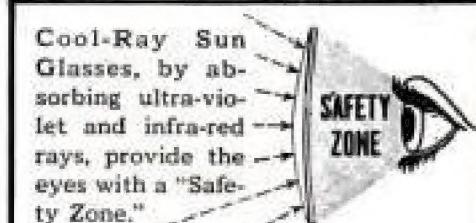
• As noted in the issue of Oct. 9, LIFE regrets that its suggestion that readers send their own copies overseas was unclear as to postal requirements. Readers may send "A Letter to GIs" to Army personnel with A. P. O. numbers only in a Christmas gift package (deadline: Oct. 15) or after receiving a written request from the addressee. For Navy, Coast Guard or Marine personnel outside the U. S., simply wrap in strong paper, label "Magazine" and stamp with 9¢.—ED.



Here's what happens when you wear inferior sun glasses...



Here's what happens when you wear Cool-Ray Sun Glasses...



Cool-Ray Sun Glasses admit plenty of "seeing rays," and keep eyes cool and comfortable.

Civilian supply is limited—but your dealer may be able to supply you.

Style shown, \$2.50, others \$1.95 up.



COOL-RAY SUN GLASSES

Provide "The Safety Zone"

 American Optical COMPANY
World's Largest Makers of Ophthalmic Products
BUY U. S. WAR BONDS AND STAMPS



KINGSTON CITIZENS PAY TRIBUTE TO THE MAN WHO BROUGHT THEM BETTER HEARING

Last August there was a dinner at the Governor Clinton Hotel in Kingston, New York, that certainly should open the eyes of any man who thinks that you can buy better hearing in a drugstore. On this particular evening a group of Kingston folks who wear Sonotones got together in a heartfelt testimonial to the Sonotone man who had watched over their hearing for so many years.

They had been wearing Sonotones for from 2 to 10 years. All through those years this same Sonotone Consultant, Livingston Blauvelt (standing, above), himself a Sonotone wearer, had been watching over their hearing. He had fitted their Sonotones, taught them to use the instruments most effectively, visited them regularly, made periodic checkups on their hearing, readjusted their instruments when needed, and had never been too busy, day or night, to answer a call for help.

They knew what Sonotone means by "service". They knew how much Consultant Blauvelt meant to their uninterrupted hearing and they were grateful. And so, too, were their husbands and wives who didn't need hearing assistance themselves but were so thankful for the hap-

piness Sonotone had brought into their homes that they, too, came to pay honor to the man who made it possible.

There is no more convincing argument for the vital importance of the Sonotone Consultant than this Kingston dinner. Sonotone has always operated on the belief that what a person with impaired hearing wants is not just a hearing aid . . . but hearing! . . . UNINTERRUPTED HEARING! It is our conviction, borne out by 14 years' experience with hundreds of thousands of cases, that no matter how fine a hearing aid may be; it is the man who fits it and keeps it working that really gives you hearing.

There are hundreds of other Consultants in America who, like Mr. Blauvelt, find a good living and a lasting satisfaction in the job of helping other people hear again. As Sonotone sales go up and up, more and more such men are needed. For each Sonotone wearer is entitled to the same kind of service that won Blauvelt the enduring friendship of these Kingston people. If you are interested in such a career, please visit the nearest of the 160 Sonotone offices for details, or write King Cooper, Vice President, Sonotone Corporation, Elmsford, N. Y.



Dr. J. I. Gifford (left), prominent Kingston dentist, whose wife wears Sonotone, tells Consultant Blauvelt how grateful he is for the happiness Sonotone service has brought into his wife's life.

SONOTONE

A personal service that seeks to give you BETTER HEARING FOR THE REST OF YOUR LIFE

Approved by the Committee on Physical Medicine of the American Medical Association

This is a new field of business. The office named you is listed in your local telephone directory. Please for information or write 241800 Elmsford, N. Y. In Canada, write 229 Pitt Street, Toronto. In England, 113 Wigmore St., London, W. 1. Unquestionable in the world's present production, Sonotone is the U. S. A. name for a complete system of "Hearing Through the Head."

© 1944, Sonotone Corp.



BUY MORE WAR BONDS TODAY!

Copyrighted material



NIGHTCLUB PEST AS ENACTED BY DANNY KAYE COMPLAINS OF FOOD NO MATTER HOW GOOD IT IS. WAITER, HEADWAITER, MANAGER AND COOK TRY TO APPEASE HIM

SPEAKING OF PICTURES . . .

. . . DANNY KAYE SATIRIZES THE FAMILIAR NIGHTCLUB PEST

Before he became famous as a screen and stage comedian, Danny Kaye worked as an entertainer at La Martinique, popular New York night-club. There he encountered some of the world's worst annoyances, the loud-mouthed people known as nightclub pests. In these pictures Kaye takes revenge for humiliations suffered at their hands by acting out their habits. "There are 57 varieties of this pest-stewling parasite," says Kaye, "but

they have in common a scratchy, insolent voice, a truly scholarly collection of methods for insulting waiters, entertainers, and their dates. They also have a talent for dodging the check that approaches high art." Kaye believes species originated during Prohibition and that loose wartime money has increased the breed of late. "Unfortunately," he says, "the new 20% tax has had no adverse effect on their numbers because, of course, they rarely pay for themselves."



Cigaret-girl flirt eyes glib employees wolfishly. Until he finishes staring, girl friend can only stand and smolder.



Drunk trying to be funny yells all his gags. When he decides to tell a story nobody can hear them clear or mumble.



Request pest, your's I and leader's need to get attention, always wants a swing version of 19th Century favorite.



Floor hog has the Fred-Astaire psychosis. He is under impression that other dancers prefer to watch him.



Table hopper constantly leaves his companion to swap stories with anybody. Girl wishes she had a good book.



Backslapper has perfect timing. He waits patiently till friend gets mouthful of food and then gives him crack.



Crying drunk has to take only a few drinks. He weeps loudly through floor shows. Performers would kill him.



Depressed drunk feels miseries of the world are on his shoulders. In next mood he is likely to be fighting mad.



Sleepy drunk, also known as a "passed-out" drunk, is through for evening. He will have to be siphoned home.



Silver polisher doesn't care how gleaming cutlery is. He improves it by rubbing it with tablecloth or his napkin.



Ringside clatcher gets very amorous after a few drinks, and insists friend make public display of her affections.



Check griper won't pay after adding check for half an hour. Complains they've overcharged him for drinks.

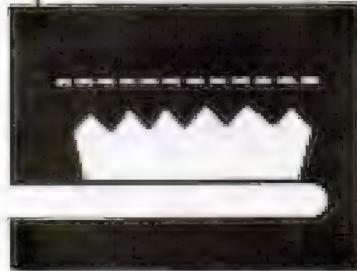
Are you using the right tooth brush?

STRAIGHT LINE DESIGN CLEANS TEETH BEST SAY DENTISTS 2 to 1

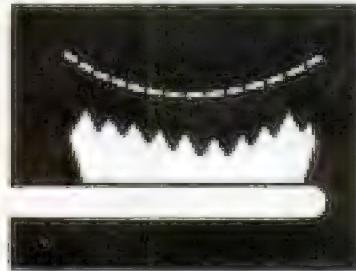


How Dentists Voted on Brushing Surface Designs

There are only these 3 basically different brushing surface designs among all leading tooth brushes sold today:



Straight Line Design
Tufts all set in a straight line



Concave Design
Tufts higher at ends,
lower in middle

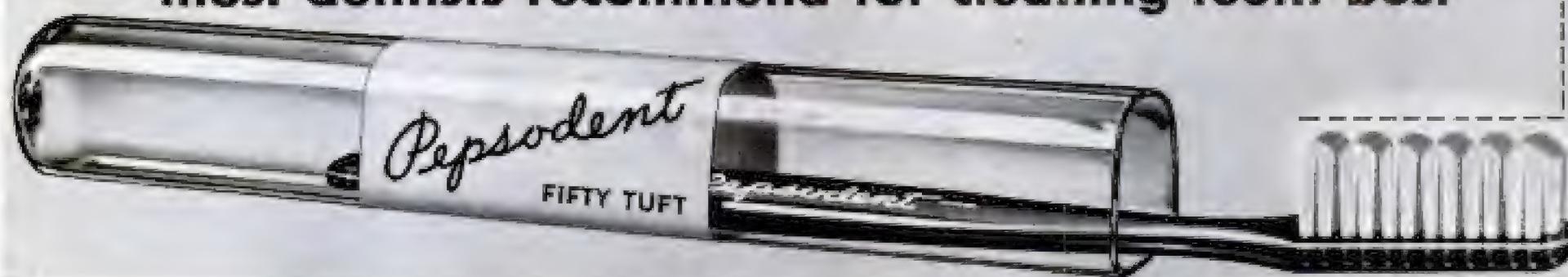


Convex Design
Tufts higher in middle,
lower at ends

When 30,000 dentists were asked which of these designs cleaned teeth best—by overwhelming odds, by more than 2 to 1—the answers were: "Straight Line Design!"

Every PEPSODENT Brush has the Straight Line Design

most dentists recommend for cleaning teeth best



In an impartial, nation-wide survey among 30,000 dentists . . . Straight Line Design won over the other widely used types. 2 out of 3 dentists declared it most effective for cleaning teeth!

You no longer have to guess which tooth brush to buy . . . which design cleans teeth best. Now, for the first time—you have the opinions of thousands of dentists to guide you!

In a nation-wide survey, just completed, an independent research organization asked 30,000 dentists: "Which tooth brushing surface design, in your opinion, is most efficient for routine home brushing of

the teeth?" By overwhelming odds, the answers were: "Straight Line Design!" And that's the design you get in every Pepsodent Tooth Brush! 2 out of 3 dentists declared Straight Line Design *cleaned teeth best!* Dentists preferred it 2 to 1 over the other two designs combined!

Moreover—Pepsodent's brush head is small and compact, easy to use. Feels comfortable even *far back* in the mouth, where teeth are hardest to get at.

In choosing your next tooth brush—get the design most dentists recommend. Remember, 2 out of 3 dentists chose Straight Line Design as the design that cleans teeth best!

GET A PEPSODENT TOOTH BRUSH TODAY! In Sanitary Glass Vial

Why Pepsodent's Straight Line Design Cleans Teeth Best

Despite popular belief, it is a fact most teeth in the average mouth lie in a series of relatively straight lines.



These diagrams represent the two extreme types of dental arch. Even in these extremes, note that most teeth are in relatively straight lines. Pepsodent's Straight Line



Design fits more teeth better than convex or concave designs. Actually, Pepsodent's Straight Line Design cleans up to 30% more tooth surface per stroke.

SPEAKING OF PICTURES

(continued)

HOW TO AVOID PAYING THE CHECK



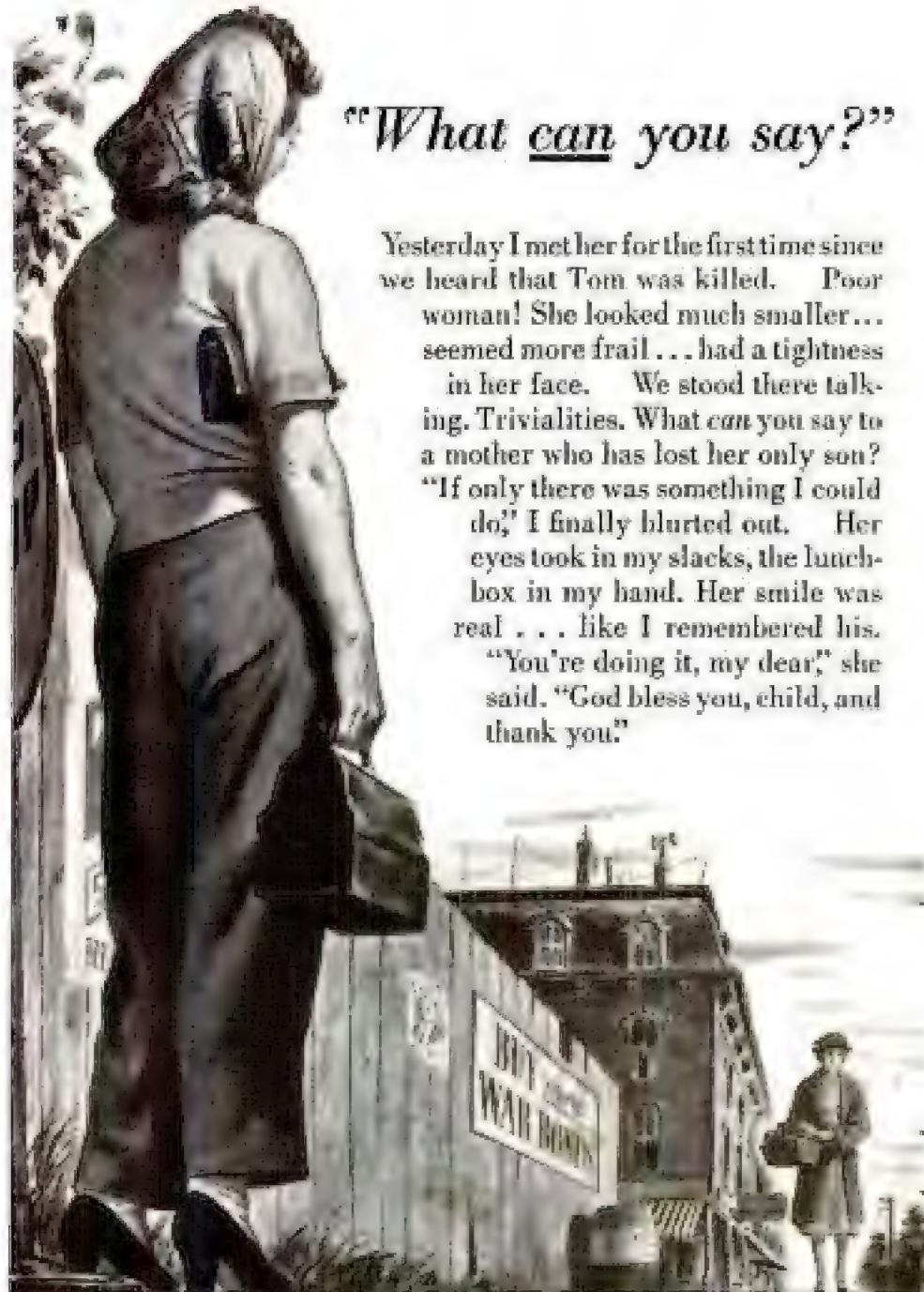
Step one. Check skipper is pest who maneuvers the person he wants to pay into seat most likely to be approached by waiter. His own chair is in rear, well out of danger.



Step two. Next maneuver is known as the "dessert duck." He pretends he isn't interested in eating dessert until waiter approaches, then he becomes absorbed with it.



Step three. He switches attention to boot show. With his head turned in that direction he is able to ignore everything going on at his own table until check is paid.



"*What can you say?*"

Yesterday I met her for the first time since we heard that Tom was killed. Poor woman! She looked much smaller... seemed more frail... had a tightness in her face. We stood there talking. Trivialities. What *can you say* to a mother who has lost her only son? "If only there was something I could do," I finally blurted out. Her eyes took in my slacks, the lunchbox in my hand. Her smile was real... like I remembered his. "You're doing it, my dear," she said. "God bless you, child, and thank you."

THE more you do to help speed our victory the more lives you'll help save. Women are needed in war plants... necessary civilian work... the armed forces. Most communities are desperately short of workers. Skilled... or untrained... you're needed... *urgently needed*.

There are hundreds of different jobs to be filled... hundreds of jobs in which you will find the satisfaction of speeding victory. Make up your mind to join the millions of women at war... *today!*

See the Help Wanted ads in local newspapers. Visit the nearest U. S. Employment Office. Or apply at Army or Navy Recruiting stations.



*The more women at war
—the sooner we'll win*

PUBLISHED IN CO-OPERATION WITH THE DRUG, COSMETIC AND ALLIED INDUSTRIES BY

SAL HEPATICA

—a Product of Bristol-Myers



20/20 EYES... but for how long?



Today these bright young eyes rate 20/20—that's perfect vision. Now today they're busy in the plentiful light of outdoors. That's as Nature intended. But

tomorrow—tomorrow they'll have to learn to read and draw and write under artificial light *indoors*. And that's where great care must be exercised to keep a child's eyes 20/20. Parents! Don't fail to give your children's eyes the protection of good lighting for all indoor seeing tasks. Give them See-ability—that's the Westinghouse word for the right light in the right place. Well diffused light without glare, without shadows. And when you need lamp bulbs, remember that Westinghouse Mazda Lamps give you brightness and long lamp life. Westinghouse Electric & Manufacturing Co., Bloomfield, N. J.

Westinghouse
MADE IN U.S.A.
MAZDA LAMPS FOR SEE-ABILITY

BACK THE ATTACK...BUY MORE BONDS THAN BEFORE!

LIFE'S REPORTS

"UMBRIAGO! DAT'S MA BOY!"

The Marines get
a new battle cry

by ROBERT MARTIN

DAY ONE TO PALAU

Minus 3: The red-headed Marine sergeant mopping his brow in the hot transport wardroom listened carefully to the briefing, heard his company commander state that there were probably 10,000 Japs on target island, Peleliu. Discounting the two bays, the airport area and the large mangrove swamps on the two-by-five-mile island, the captain concluded that each Jap had a maximum of eight square yards to move around in before the 1st Marine Division landed.

Grimly humorous "Red" scratched his crew cut and cracked, "Cripes! Somebody's going to have to get off."

Day minus 2: Marines, plump with breakfast, heard radio broadcasts about "pre-invasion" air strikes on Peleliu and growled, "It's bad enough that Tokyo Rose announces she knows the 1st Marine Division's going to hit Palau, but these babbling San Francisco radio dopes have to tell the Nips when and where."

On deck in the shade of an LCVP I caught a tall, unshaven Marine chuckling as he scribbled a letter. After the war he intends to be an artist. Writing to his sweetheart, he found unrestrained expression through his nimble fingers:

"Perhaps you wonder where I am in not writing to you for so long a time. I am one of these spots.



"Boy, it is crowded! They wake you up before daylight and of course there are no lights allowed. This morning I put on

CONTINUED ON PAGE 16



Brentwood

MIRAPACO
THE WOMEN'S SWEATER

Mirapaco . . . America's most advertised sweater . . . will give you wearing pleasure for many seasons. Light in weight, warm, and featherly soft . . . It radiates an air of cheerfulness that all lovers of fine sportswear admire. For business or leisure wear there's nothing like a Mirapaco . . . \$6.00

Please inquire regular wear at the following
BRENTWOOD BOUTIQUES • PHILADELPHIA • NEW YORK

RUMPP

*The Mark of Craftsmanship
in Quality Leathers*

Superb craftsmanship and styling give Rumpp leathers special distinction. Available in leading stores.

LEATHER POUCH WITH PIPE
Keep tobacco moist. The zipper case has a pocket for the pipe, too. Comes in various leathers, is a girl favorite.



RUMPP

C.F. RUMPP & SONS, Phila. 6, Pa. • Since 1850



Sure, we were Spoiled... and Thank God for it!

We bought things that only the very rich could afford in other countries.

Shop girls dressed as well as the smartest women in Paris . . .

30 million average Americans drove cars when the average European couldn't even hope to own one . . .

And luxuries like plumbing, hot and cold running water, and central heating were accepted as the most natural things in life!

It was the envy of the world, this American way of living . . . and it probably saved the world.

To meet your demand for more and still more cars at the prices you wanted to pay,

you made us at Chrysler, for example, build the production system that was later to pour out weapons to our fighting men.

To give you the speed, safety and efficiency you wanted in your cars, you made our engineers and scientists develop the high-compression engine, Fluid Drive, Super-finish and other improvements that helped make us the best-mechanized nation in a mechanized war.

Yes, you made all of us in American industry fight for your favor. And, in this free, peace time competition, we learned to do our share in the biggest fight of all. Today, as we hopefully look forward

into long years of peace, we at Chrysler hope to hear you say again, "Make your cars even better than before."

For, if that drive and ambition "spoiled" us once, let us stay "spoiled" forever. That is "The American Way."

CHRYSLER
DIVISION OF CHRYSLER CORPORATION

Buy more War Bonds than ever before

Beautiful Hair

Don't let INFECTIOUS
DANDRUFF threaten its charm



This all too common condition, if neglected, can raise hob with the appearance of the hair and scalp. Don't be one of the thousands who, through ignorance or indifference, foolishly overlook its warning symptoms . . . excess flakes and scales . . . itching and irritation . . . germs breeding by millions.

Get After It Now

Fortunately, there is a simple, easy, wholly delightful home treatment to guard against this troublesome condition—Listerine Antiseptic and massage. Countless women and men combine this pleasant treatment with their regular hair-washing.

You simply douse full strength Listerine Antiseptic on the scalp and follow with vigorous, rotary, finger-tip massage for several minutes. That's all there is to it!

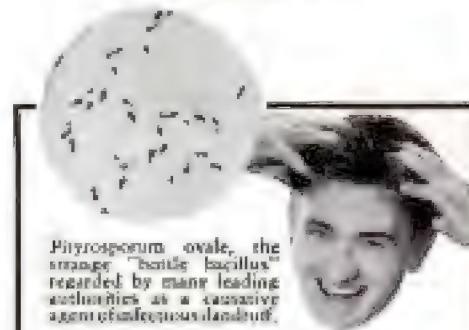
Kills "Bottle Bacillus"

Listerine Antiseptic instantly kills millions of germs, including the stubborn "bottle bacillus" (*Pityrosporum ovale*), regarded by many a noted dermatologist as a causative agent of infectious dandruff. As Listerine Antiseptic goes to work those ugly flakes and scales begin to disappear. Itching, too, is alleviated. Your scalp tingles and glows,

and seems pulsing with life, and your hair feels wonderfully fresh.

If infectious dandruff has started, repeat the Listerine Antiseptic treatment twice a day. This is the method that in tests brought improvement or complete disappearance of symptoms to 76% of dandruff sufferers in thirty days.

LAMBERT PHARMACEUTICAL COMPANY
St. Louis, Mo.



THE TREATMENT

WOMEN: Part the hair at various places, and apply Listerine Antiseptic. **MEN:** Douse full strength Listerine Antiseptic on the scalp morning and night.

Always follow with vigorous and persistent massage. Listerine Antiseptic is the same antiseptic that has been famous for more than 60 years in the field of oral hygiene.

LIFE'S REPORTS (continued)

my pants. I thought they were mine. I started going one way but one of my pant legs started going the other way. I believe



I saw my shoes walking around the deck this morning about 0530, but I haven't seen them since. Now I have an idea what conditions in China must be like.

"The chow is very good altho anything would look good to us after what we have been eating before we boarded this transport. We have quite a large number of war dogs with us—you know, they smell the Japs. But we don't need dogs for that reason because any Marine can smell a Jap.



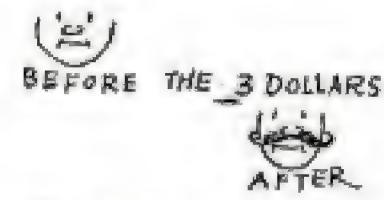
"But as I was saying about the dogs—when the dogs came to our island all the Marines started putting on weight. We are going to write a letter of endorsement to the Red Heart dog-food manufacturers for no doubt many of us owe our lives to them.



"I drew the portraits of 2 friends of mine the other day. The drawings resemble them perfectly except the one Marine had a tooth missing. I drew in a beautiful tooth for him and he gave me an extra two bucks.



"The other Marine has been 17 years growing his moustache. You should see it! All 17 light blond strands of fuzz! I drew a 3 dollar moustache on his sketch.



"We have a couple of hours daily available to bathe our-



Englishwomen say: *Splendid*
Fastidious women of England prefer Kayser for their "splendid" fashion, solid quality, and distinguished beauty...for Kayser is "The One Brand Name That's a Grand Name the World Over in fabric gloves, lingerie, hosiery and underthings."

KAYSER

BE WISE—BUY KAYSER... BUY BUY MORE WAR BONDS TODAY

*Distinguished for Beauty
Famed for Accuracy*



GIRARD-PERREGAUX
Geneva since 1861

Write for booklet L-5 "The Flight of Time" which tells what's in a fine watch
Girard-Perregaux, 1 Astor Place, New York 3, N. Y.
In Canada: Dominion Watch Company, Montreal

The Tested Treatment

LISTERINE ANTISEPTIC and Massage

CONTINUED ON PAGE 18



This picture of Miss JUNE HAVOC, star of stage and screen, was reproduced from the Ansco Color Film transparency described below.

The 90 minutes that made Color Film history

AT 4 O'CLOCK they gazed in admiration and said "Oh, what a gal!"

At 5:30—90 minutes later—they gazed in admiration and said "Oh, what a color picture!"

What happened in between

"They" were photographic dealers and press representatives gathered in the Waldorf-Astoria for a review of the new *Ansco Color* Film.

To dramatize the qualities of *Ansco Color*, we "shot" pert Miss Havoc . . . rushed the film to a darkroom for the first 15 minutes of development . . . and completed the processing under white light, in view of the audience, in 75 minutes.

Then . . . we presented the brilliant color transparency to the critical assemblage.

All this took only 90 minutes, under conditions any photographer could set up himself. No wonder everybody was impressed!

Naturally, handling any color film involves more care and details than developing ordinary black-and-white film.

But you should have no difficulty in processing *Ansco Color* with excellent results. (A special Developing Outfit is available for the purpose.) Or, you may have your dealer send your film to us for processing.

When can you get it?

Ansco Color reversible sheet film is now being made available throughout the country as rapidly

as possible. However, the supply of 16mm. *Ansco Color* is still limited, but its distribution will be expanded . . . and other sizes of this remarkable film will be introduced . . . as conditions permit. Please be patient—*Ansco Color* is worth waiting for!

Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.

* * *

HAVE YOU BOUGHT ALL
THE WAR BONDS YOU CAN?



Ansco Color film





Something for the Boys—“LIEDERKRANZ, the robust cheese with the soft, creamy center and the tawny-gold crust!

DON'T slice it—let the boys help themselves! Cheese lovers get a special thrill out of sinking a knife through the golden crust into the soft heart of ripe LIEDERKRANZ! Boy! it's swell eating—down to the last tiny morsel of tender crust! U.S. R.R. U.S. PAT. OFF.



Take Hazel's Husband Jim... //

SAYS ELSIE, THE BORDEN COW



School Lunch Idea! Super-smooth BORDEN'S WEJ-CUT CREAM CHEESE adds variety and zing to any school lunch. Comes in 4 delightful flavors: 1. Pimento WEJ-CUT, 2. Relish WEJ-CUT, 3. Chive WEJ-CUT, and 4. Plain WEJ-CUT, which can be combined with jams, jellies, shredded vegetables, sliced tomato or olive, chopped nuts—to make dozens of delicious surprises!

Special! BORDEN'S WEJ-CUTS hold their uniform fresh flavors for weeks if kept unopened in your refrigerator—because of their sealed wrappers!



JIM WORKS in a war plant. He visits the Blood Bank regularly. He buys more than his share of War Bonds—and holds them!

“Say, a home-front soldier like Jim deserves something special when he gets home! And Hazel certainly sees that he gets it!

“Sometimes, it's Borden's Military Brand Camembert Cheese—ripened to soft, creamy perfection! . . . sometimes, golden-crusted Liederkranz . . . or a nice, thick slice of Borden's Chateau!

“There's glorious eating joy in all Borden's Fine Cheeses. And lots of body-building nourishment! They're wonderful food for good husbands—and good wives, too!”



BORDEN'S FINE CHEESES

WONDERFUL "BUYS" FOR YOUR POINTS AND PENNIES



When your food store doesn't have the particular Borden's Cheese you ask for, please remember—

Many tons of Borden's Cheese go to our fighting men. Tons more go to feed the people in the liberated countries!



Cheese food of a thousand uses—BORDEN'S CHATEAU! Grand for soufflés. Swell for grilled, open sandwiches. Perks up a cream sauce in great style.

And what a cheese omelet you can make with CHATEAU! M-m-m! How you'll thrill to the deep, Cheddar flavor of melted CHATEAU heating in folds of fluffy eggs! Try it!

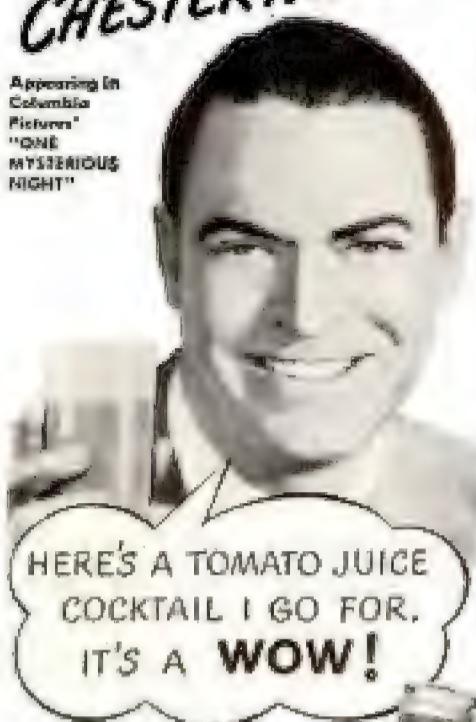
© Borden Co.

Borden's Presents: ED WYNN in "Happy Island" every Friday evening—Blue Network

Copyrighted material

CHESTER MORRIS

Appearing in
Columbia
Picture
"ONE
MYSTERIOUS
NIGHT"



HERE'S A TOMATO JUICE
COCKTAIL I GO FOR.
IT'S A **WOW!**

Made with
FRENCH'S
WORCESTERSHIRE
SAUCE

Here's something to tempt appetites! Easy to make a **WOW**—just add to each glassful of tomato juice a pinch of salt and pepper, a teaspoonful of French's Worcestershire. Mix well—serve very cold. Gives plain tomato juice a zesty new flavor!

TOPNOTCH QUALITY AT HALF THE PRICE



Worcestershire
Sauce

LIFE'S REPORTS (continued)

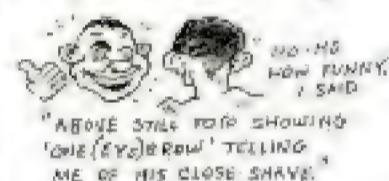
selves. Yesterday I wiggled thru all the bodies in the shower room to a water sprout and proceeded to lather my beard



and started to shave when somebody kicked my right elbow; I cut my left eyebrow clean off. That's how crowded it was. After 25 minutes of good scrubbing and a refreshing shave, incidentally, I saw an ear laying on the deck, I wiggled my way out again. Here's a picture of



how crowded it was. When I made my way out to the open deck I started my breathing apparatus working again after 25 minutes of breathing without. Holding your breath after a while gets very habit-forming, you know. I'm out there a few minutes when out walks a guy with a great big smile on his face. He walks up to me and says, 'Some guy just gave me a bath and a shave in there'. I looked at him and smiled—his left eyebrow was missing.



"Just then my captain spots me. (He was looking for me for eight days but this ship is so crowded he just found me.) He walks over. This drawing tells our conversation. . . ."



There was the younghearted Marine who tasted the salt spray, breathed the free air and wrote of his hopes in a poem to his sweetheart. The first letter of each line spelled her name: Miles and months lie long between

A nd I a world away from you!
R emembrance, though, is ever green:

I see your eyes in South Seas' blue;

L YNN, dear, this earth is fair and round

Y et sea gulls laugh at waters wide;

N ew waves are washing Puget Sound,

N ullifying time and tide.

CONTINUED ON NEXT PAGE

GUY LOMBARDO remembers his mother—with flowers-by-wire on his birthday...



On your birthday, when she's thinking of you, send flowers to her—by telegraph, if you're away



In any event—
wire Flowers

When someone dear to you—in another town—has a birthday, or any event you want to remember—wire flowers.

It's easy as 1-2-3, and not at all expensive

1. Go to a florist with the Florists' Telegraph Delivery Association seal on his window. Tell him the name, address and town of the person to receive flowers—state the amount you wish to spend. You pay nothing extra for flowers by wire—except standard rate for telegram.

2. Your florist wires your order and your message for the card to an F.T.D. florist in the other town who immediately delivers fresh flowers from his stock.

* Listen to Guy Lombardo on *Medical Autograph*, every Saturday night at noon BWT over the Blue Network.

3. F.T.D. florists are everywhere—but not all florists are members of Florists' Telegraph Delivery Association. So look for the F.T.D. Seal. It's your assurance of full value.

Look For This F.T.D. Seal On Florist Window



BUT MORE WAR BONDS

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

484 East Grand Boulevard, Detroit 7, Michigan



UNIVERSAL Pajamas for Men and Boys

... A good night's rest is as important to the youngster studying history as to the man who is helping make history on his daily job. Universal Pajamas mean better sleep for both. Soft, fleecy, flannel whose very "feel" is sleep-inviting. Generous, roomy cut that permits utmost freedom of movement... perfect relaxation. Needled with the superb skill that has won Reliance the coveted Army-Navy "E" in garment and parachute making. Pleasing patterns and colors. Middy or coat style. At better stores as often as Reliance's military obligations permit civilian shipments.

WAR BONDS—BUY THEM OFTEN AND KEEP THEM

RELIANCE MANUFACTURING COMPANY

312 W. Monroe St., Chicago 6, Ill.
New York Office: 300 Fifth Ave. • 1352 Broadway

MAKERS OF Big Yank Work Clothing • Yank Jr. Boys' Wear • Esmeralda Shirts and Slacks • Kay Whiteman and Happy Home Frocks • Aynon Shirts • Universal Pajamas • No-Tire Sheets • Parachutes for Men and Material



LIFE'S REPORTS (continued)

Just now my heart asks questions three:
Each day I tease myself with these:
And one: "Does your heart beat for me?"
Now two: "Shall it be Lake Louise?"

My third's inherent in those two:
A prayer that peace is almost due
Unfolding life and home with you.

On deck, watching the convoy in its ponderous procession, was eternally cynical Captain Frank Farrell. Understanding too well the immensity of amphibious operations, the ever-present possibility of miscalculation, he said, "I hope we don't get another star on the George Medal," and then told the story of one of the most significant of all Marine "decorations." The medal was struck off as a gag while the 1st Marine Division was in Melbourne. On its face is emblazoned a Navy-uniformed hand dropping a hot potato into a tensed, waiting Marine hand. The heraldic motto: "Let George Do It." The potato is etched in the likeness of Guadalcanal. The medal dangles from a ribbon of G1 fatigue cloth which has been washed in Guadalcanal's Lunga River. It is a symbol of SNAFU (Situation Normal; All Fouled Up), and a star is rated for each snafued campaign after Guadalcanal.

The George Medal was conceived in bitterness, during those black days of Guadalcanal when the seemingly abandoned Marines helplessly watched the Japs land reinforcements, felt the weight of nightly Nip naval bombardments and scathingly asked, "Where in the hell is the Navy?" The Marine who hoped a star would not be awarded at Palau explained, "We get a star whenever an operation is fouled up." But now the bitterness is gone. Feeling about the George Medal has matured with understanding, humor and a realization that the Navy, with its new strength, stands by its assault troops.

On the well deck a Marine combat correspondent was collecting background information on characters who might be heroes in a few days. A mail-order humorist filled in his questionnaire on whether he had been wounded: "Yes, many

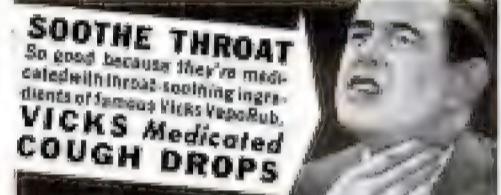
IT'S LIKE A BREATH OF FRESH AIR



Makes Cold-Stuffed Nose Fast Clearer in Seconds

A Few Refreshing Whiffs of this handy Vicks Inhaler bring a grand feeling of relief when a cold, dust or bad air stuffs up your nose. Greater Breathing Comfort comes fast because Vicks Inhaler is packed with aromatic medication that really gets to work. And Most Important you can use this easy-to-carry Vicks Inhaler anywhere, anytime—as often as needed. Try it.

VICKS INHALER



SOOTHE THROAT
So good because they're medicated with throat-soothing ingredients of famous Vicks VapoRub.
VICKS Medicated COUGH DROPS

THE "BECAUSE" OF HOLLOW GRINDING



BECAUSE Pals are hollow-ground, they're FLEXIBLE in the razor...

BECAUSE they're FLEXIBLE in the razor, they shave with a "FEATHER TOUCH".

BECAUSE they shave with a "FEATHER TOUCH" they shave cooler and last longer.

PAL hollow-ground RAZOR BLADES



Fit all regular razors perfectly.



F C Crazy LIKE A FOX

Is the man who perks up his personality with well-groomed hair. Loose dandruff is completely banished and your hair is easy to manage when you massage daily with

JERIS for Loose Dandruff

at all drug stores and barber shops

HAVE YOU GOT IT?

Check yourself for these symptoms of ATHLETE'S FOOT

- Peeling & cracks between toes
- Soak, soggy skin
- Itching



7 OUT OF 10 have Athlete's Foot during year, according to surveys. Mild case may suddenly become serious. Quinsana powder has amazing record of success—used by millions. Recommended by great majority of Chiropodists. Use Quinsana daily for protection and relief.

Use on feet and in shoes

for
**ATHLETE'S
FOOT**
50¢



LIFE'S REPORTS (continued)

times . . . but only mentally . . . physically (because of forthcoming operations) the issue is in doubt."

Others answering the questionnaire said the Marines were the world's finest fighters, that their greatest experience was serving as a Marine. But there were also blunt Americans who readily answered the query on what was the worst thing about the Marines. They said, "Chow. Sometimes you want to shoot yourself." "They stay away from home too long." "Well, it is a good outfit in peacetime but now it's all fouled up." Another wrote succinctly, "Censored."

Dinner gag: There were two scraps this morning. A Marine objected to the tone of voice used by a sailor master-at-arms and flattened him in a companionway. Another Marine climbing out of his fourth-tier sack stepped on a sleeper below. It was quite a melee. In the wardroom at breakfast two officers exchanged hot words. A chemical change had swept the ship.

Lieut. Colonel Norman Hus-
sa, Combat Team Seven's executive officer, listened to four vexed Marines "beating their gums" and turning to me, smil-
ingly ejaculated, "Umbrago!"

"Umbrago?" I subsequently asked a lieutenant what that meant. He laughed and explained: the Marines saw *Gung Ho!* and thought it was the epitome of the ridiculous to cinema-
tize live, grown Marines charging ashore, all bunched up, and yelling, "Gung Ho!" It reminded them of a high-school cheering section. Regardless of the Raiders and their unquestioned record, they scoffed at the idea of a battle cry.

"However," the lieutenant continued, "a wag named Wil-
kinson decided that motion pictures in general were nice to have, and to make Hollywood look right he suggested jestingly that the 7th Marines adopt for their battle cry Com-
edian Jimmy Durante's exasperated radio expression, 'Umbrago—dat's ma boy!'

"So when one or more of the 7th Marines hit the beach to-
morrow and aim at a Jap, if they're feeling in the mood to be funny they will yell 'Um-
brago!' squeeze the trigger and follow with, 'Dat's ma boy!'"

The lieutenant shook his head, smiled, and as he moved away said, "But I don't think any Marine will be making jokes at H-hour tomorrow morning."

Bubble, Bubble, but NO Trouble!



This Tavern-waxed floor resists water spots— brightens with use!



Angel Tavern, Grantham,
England, where King John
held court in 1215.

There's a Tavern Wax to protect everything in your home, from floors to picture frames! And water spots won't dim that Tavern lustre—damp mopping won't wash it away. Tavern Waxes work fast—are easy to use. And priced so they're easy to buy. Get the right one for your particular needs. Ask for Tavern Non-Rub Floor Wax, Tavern Paste Wax or Tavern Liquid Wax at your favorite department, grocery or hardware store today.

Other work-saving Tavern Home Products by Socony-Vacuum

TAVERN FURNITURE GLOSS removes dust, grease and grime in a jiffy. It leaves a protective lustre that doesn't attract or hold daily dust.

TAVERN BUG CLEANER does a super shampoo job on rugs. Use it for uphol-
stery, too. Easy to use. Safe, too—it's
non-caustic and non-inflammable.



Also: Tavern Window Cleaner, Tavern Paint Cleaner, Tavern Lustre Cloth,
Tavern Candles, Tavern Electric Motor Oil

"Soft as Silk"

in her touch

—Arabian Nights

* Is your touch
"soft as silk," or
Rough as Rope
from housework?

Don't pay for a clean house with OLD-looking hands!

HOUSEWORK is no Arabian Nights dream, 'tis true. Alas, too true! But your dirtier, more toilsome tasks need not leave your hands rough, red, coarsened . . . looking sadly older than they should.

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LIFE'S COVER

Lauren (born Betty) Bacall plays her first movie role opposite Humphrey Bogart in *To Have and Have Not*. This new movie find is 5'6½" tall, weighs 119 lbs., has blue-green eyes. Her naturally blonde hair is streaked from hours of sitting in the sun. All the screen she is gangly and awkward. Lauren's next picture, in which she again plays opposite Humphrey Bogart, will be *The Big Sleep*. Lauren is unmarried. For more about her and *To Have and Have Not* turn to page 77.

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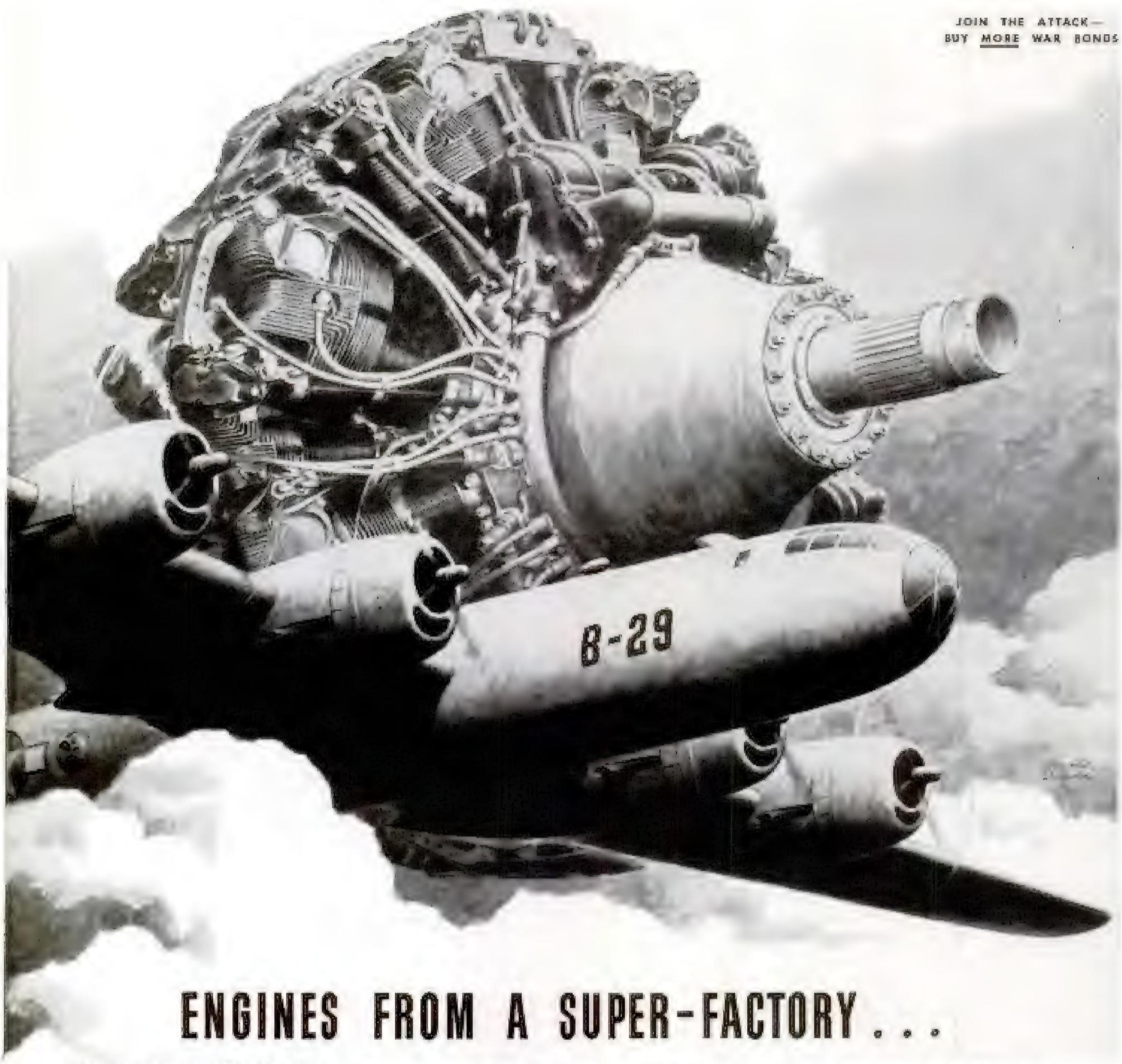
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HARRY WINSTON, NEW YORK GEM DEALER, IS SELLING JEWELS LIKE THIS, PLUS MANY LESS VALUABLE PIECES WHICH MOVE FASTER, TO CUSTOMERS MADE RICH BY THE BOOM

THE BOOM NATIONAL INCOME OF 150 BILLION DOLLARS PRODUCES A SURGE OF BUYING BUT ALSO BRINGS ITS HEADACHES

Last week the whole country acted like Main Street on a Saturday night. In from the farms came the farmers, their crops safely harvested, their income \$9 billion dollars, largest in history. In the years 1935-39 they averaged eight billions. Out from the factories poured the workers, their pockets bulging with an annual industrial payroll of 44 billion dollars. In 1939 it was 13 billions. Away from U.S. arsenals, shipyards, and Army and Navy camps flowed government workers, including servicemen, with a 22-billion-dollar payroll. In 1939 it was seven billions. Down from their offices, their wallets lined with cash,

came oil men, stock-market speculators, subcontractors, liquor men, hotel and department-store owners, many small businessmen. In five years the nation's corporate profits after taxes had more than doubled. For the first time the total national income neared the astronomical figure of 150 billion dollars. It all added up to the biggest boom in U.S. history.

But it was a new kind of boom. It produced large-scale buying of luxuries (above) but it made few millionaires. The advance in industrial costs, high taxation and renegotiation of war contracts had seen to that. There were few stock-market fortunes. The av-

erage of Wall Street prices was just about at the 1935-39 level, though some insiders had made money through a rise in speculative bonds and stocks.

In some cases, as in all booms, it had brought hardships. Many a white-collar worker was making no more money than he had made in 1939, but the cost of living had risen 25%. And for some people, who could not get maids to help with the kids, or children's underwear, or for women working in factories who couldn't get groceries delivered from the store, the boom was hardly a blessing. They agreed it was like Saturday night. All they got out of it was a headache.



In San Diego crowds jam Broadway alongside the Plaza trying to get into the streetcars. Already overextended, San Diego will be even worse as we swing more to the Pacific.

BOOM REACHES A PEAK IN THE SALE OF LUXURY GOODS AT THE DEPARTMENT STORES

The boom was not hard to find. All you had to do was go downtown in your own city. Before you even got there you had samples. You certainly could not get a taxi cab. In the bus or streetcar you no doubt had to stand. In the city's center there was such a milling as you had never seen before except at Christmastime. The crowds, good-natured but insistent, pushed along the sidewalks, jamming traffic. The department stores were packed, the restaurants mobbed, the theaters and

movies swearing to the last gallery seat. If you were a stranger, you were lucky indeed if you had some place to lay your tired head when the day was done.

The statistics produced by the boom were endless. More people rode in trains than ever before. More people went to the movies, drank milk shakes, bet on the horse races, bought books, rode the roller coasters. But it was in the department stores where the boom reached its frenzied peak. After adjustment for season-



A hair-do by Antoine at Saks Fifth Avenue is \$35 including permanent.



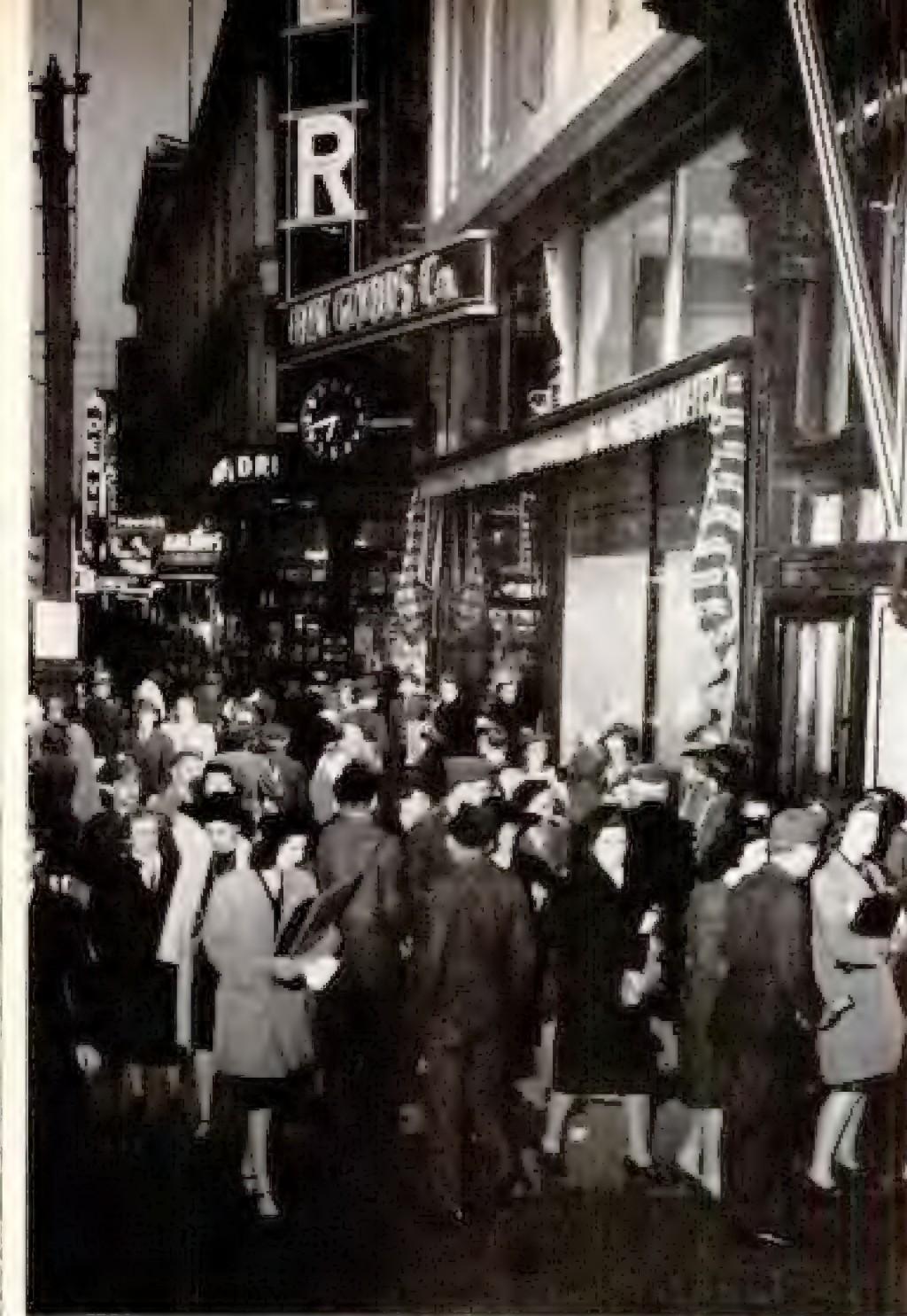
Black chiffon nightgown, trimmed in pink as designed by Madame Tewi, is selling for \$40.



Velvet hat and bag, with ostrich feathers and artificial flowers: \$125. From Hélène Gattell.



Crystal Foster from Sloane's; \$850 a pair. Businessmen give them to business friends' families.



In Denver on a Monday night, when stores are open, shopping crowds well in and out of the Denver Dry Goods Company. Department-store sales have increased most in the South and on West Coast.

at variation, sales were at their highest point in history, almost double the 1939 average. The most spectacular manifestation of the boom was the sale of luxury items, the kind shown on these pages. (Those below are on sale at New York stores and galleries.) The people who bought them apparently did not care how, or for what, they spent their money. Many of them came into the stores in work clothes, paid cash. In Tiffany's on New York's Fifth Avenue a worker in

overalls paid \$850 cash for a watch. Another came in to put down a \$1,500 cash deposit for "anything my wife wants."

It was in the department stores where the fundamental problem of the boom was most evident, too. The national income was 150 billion dollars, almost twice 1929's. But because of the expenditure of raw materials and manpower in war production, there was only 95 billion dollars' worth of consumer goods and

services. As a result, there were shortages and rationing. There were no refrigerators, no alarm clocks, no electric irons, no nylon stockings. Houses could not be built, nor new cars or radios bought. Whisky, children's shoes, cigarettes, bubble-gum, toys and many other things were hard to get. The most hopeful sign in the whole picture was that in spite of a situation where there was unlimited money to spend and very little to spend it on, a wild inflation had so far been avoided.



In Kansas City on Thursday nights the corner of 12th and Main is jam-packed by people who have been buying from the department stores and five-and-dime along Main Street.



"Spring" by W. Peirce: \$1,000. Midtown Galleries report this price painting "selling well."



Corsage of yellow orchids from Saks' \$35. He sells an average of 75 to 100 orchids a day.



Wild-mink coat from Jantzen: \$1,300. March fur sales, before new tax, were highest in history.



Tovache perfume Arabia costs \$125 for a three ounce bottle. Tax is extra.



THIS IS A DAILY SCENE IN THE LOBBY OF DENVER'S BROWN PALACE. WITH ALL RESERVATIONS MADE, THE WOULD-BE GUESTS WAIT FOR ROOMS; THEIR LUGGAGE NEATLY LINED UP

HOTELS ARE BOOKED SOLID FOR WEEKS IN ADVANCE AND GUESTS SPEND MORE MONEY

During the boom Americans seemed to become a race constitutionally incapable of staying home. On business, on furlough, on pleasure they traveled by rail, road, bus, automobile (in spite of gasoline rationing). Pullman reservations were snapped up a month in advance. For the first half of the year railroad passenger revenues were 440% above the first half of 1939. And when they arrived where they were going, the tourists soon discovered that the hotels, too, like Denver's Brown Palace (above) and Colorado Springs' Broad-

moor (below) were also sharing in the boom. Throughout the country hotel occupancy had increased from about 50% during the '30s to over 80% now. In big cities good hotels were booked solid. In addition to filling the rooms at hotels, guests also spent more money there. The \$50 suite at the Brown Palace was never full in July. At the Broadmoor and at Los Angeles' Town House, whose exotic cocktails were famous luxuries (bottom, opposite page), people were clamoring for the privilege of renting suites costing \$75-\$100 a day.

SMALL CHAMPAGNE PARTY FOR SERVICEMEN IS HELD IN A LUXURY SUITE (\$15 A DAY) AT BROADMOOR IN COLORADO SPRINGS. RECENTLY A TEXAN SPENT \$20,000 THERE IN SIX WEEKS





Empty seats are nonexistent in crowded Ship Tavern of Brown Palace, a hotel which is familiar with booms, having lived through gold and silver business days. Its last boom is about over.

boom-initiated man who tried to register with a blonde and was turned away. He thereupon bought the whole hotel for \$200,000 just so he'd be able to install his friend in the bridal suite.

Garden Room

Pousse-Cafe \$1.38 **MINT JULEP \$1.08** **FRENCH 75 \$1.38** **TEQUILA SUNSET \$1.58** **BAR "SPECIAL" \$2.00**

Exotic drinks are served in Garden Room of Town House in Los Angeles. Most bars and liquor stores are big beneficiaries of the boom. Liquor sales are up 60% over 1960, despite shortages of Scotch, bourbon, good gins and some imports of wines and brandies. Such shortages have

driven many people to strange drinks like these. The pousse-cafe consists of grenadine, crème de menthe, benedictine, yellow chartreuse, green chartreuse, brandy and crème de cassis. The French 75 is an ounce and a quarter of brandy, lemon juice, sugar, shaved ice, champagne,

The Boom (continued)

NEW YORK NIGHTCLUB CROWD SHOWS WHO HAS PROFITED BY PROSPERITY

The sale of fabulous jewels, fur coats and paintings, as well as the renting of hotel rooms at \$105 a day are freaks of the boom. They are not its chief manifestation. The war prosperity is not even centered in the rich who have always been able to buy such things. There are some new rich who have made a lot of money either illegally or through a lucky speculation. But their numbers, fortunately, are few. What the boom has done, instead of making millionaires, has been to raise millions of people a notch on the economic ladder. Some families who formerly had \$2,000 a year may now have \$3,500. Some who had \$3,500 may now have \$5,000. Some who had \$5,000 may now have \$8,000. This increased money has gone to a large extent into savings. Recently an estimate was made that the American people, after thrifitily paying off debts at a record rate, now have 130 billion dollars in savings to spend when peace comes. More than 27 billion dollars of war bonds have been sold. But a lot of the increased money also jangles in the people's pockets, seeking something to buy. What it seeks to buy is generally not something lavish but something a little bit better—in fun or quality or comfort—than the people have bought before. That is why men and women are buying houses in the suburbs, tickets for Philharmonic concerts, Steuben glass, Koret pocketbooks and excursion-boat rides for the kids.

That is also why this picture explains the boom. It was taken on a weekday night at New York's Cafe Society Uptown, a popular nightclub featuring Jimmy Savo, comedian (shown at the microphone); Burl Ives, ballad singer; and Hazel Scott, pianist. It is not expensive as New York nightclubs go, but is not cheap either. The average check runs about \$10 for two. Yet it is packed every night. Last week its owner Barney Josephson, said his business was 25% better than last year—a boom year in itself, and in spite of a new 20% tax on nightclub bills.

Included in this picture are an executive from the Bass Peanut Company in Mississippi, a dentist from Lodi, N. J., a lieutenant in the Army Air Forces, a high-school athletics teacher, a Nigerian lecturer on Africa, a statistician for a credit house, an editor of *Tomorrow* magazine, a du Pont chemist now in the Navy, a veterinarian, an American Airlines stewardess, a Negro carpenter, a machinist at Brewster Aeronautical Corp., a beauty consultant at Oppenheim Collins store, a watchmaker from Brazil, a broker, a star in the musical comedy *Marietta Hayride*, a buyer of drugs for Bloomingdale's department store, a corporal from an evacuation hospital, a sailor on an aircraft carrier, a clerk in the Elastic Stop Nut Corp., a researcher for Friends of Democracy, Inc., a Canover model, an assistant buyer at Lord & Taylor, a student at Smith College, a writer for R. K. O., a Czech refugee, a library assistant at Columbia University, an Army antiaircraft corporal, a salesgirl in Macy's and a sheet-metal manufacturer. Many of them three or four years ago would not have been able to afford Cafe Society. Even today few are rich. But with extra money in their pockets they can do what they have always wanted to do—go to a nightclub, buy a few drinks, see a show. And by their spending money they contribute to the prosperity of the nightclub owner, the waiters, the entertainers, the cooks, the florists who supplied the flowers, the grocers who sold the food—thus giving one more spin to the wheel of prosperity. How long it would last or to what heights it would go, whether the inevitable transition period to come would be followed by depression, inflation, or another boom, nobody could tell.





THE ELECTION: III

WHY DEWEY DESERVES THE INDEPENDENT VOTE

So far, these editorials have concluded that anybody's Fourth Term is a bad idea and that Roosevelt is not indispensable. But the question was raised: may Roosevelt still be a "lesser evil"? That calls for a close look at the Republicans and Governor Dewey.

In the minds of many independents, the election reduces itself to just that: a choice of evils. They feel that the Republicans are still living in the '20s, the Democrats in the '30s. And here it is 1944!

Many Republicans are indeed still living in the '20s, just as many Southern Democrats are still living in the 1850s. Sewell Avery is a Republican. So is Herbert Hoover. Vote-repellent names can also be found on the Roosevelt side, from Hague to Browder. But Roosevelt's liberal apologists assume that he controls his liabilities, while Dewey is controlled by his. And to promote this idea is the basic strategy of the Democratic campaign. If the liberal blood cannot be curdled in any other way, then Hoover must be resurrected for the purpose.

The Republican Party

Yet anybody who knows anything about the Republican Party—which is not a secret society—knows that Hoover does not "control" Dewey and that neither does anybody else. On the contrary, a widespread complaint among Republican professionals is that Dewey is too little controlled; that he has made too few personal commitments. This complaint originated in the convention, which Dewey steam-rollered on the strength of his popular (i.e., Gallup-poll) support, instead of making party deals in the time-honored Republican—and Rooseveltian—way.

Once nominated, however, Dewey reversed his tactics. Careful to avoid the late Wendell Willkie's mistakes, he has worked hard to get the party behind him. The purpose of his Governors' Conference and of all his conversations with party leaders during the campaign, has been to explore differences and to define and widen the "area of agreement." That is his political specialty; leadership not in the Messianic sense but in the parliamentary sense of giving voice and action to the majority view. It can be criticized as Gallup-poll government. But it is government, and government by a comparatively united party.

Is the Republican Party, then, unfit to govern us in these perilous years? Its record has not been inspiring. In Congress, Republicans are found teamed with Southern Bourbons behind every regressive or obstructive measure. The Smith-Connally act, for example, which Dewey has condemned, passed the House with 142 Republican and 96 Democratic votes.

To break up this transparty coalition of reactionaries is indeed the first task of pro-

gressive voters. They can break it up in the first instance by deliberately gunning for congressional reactionaries of both parties at the polls. But on the national level, the reactionary coalition thrives on just one thing: opposition to Roosevelt. The election of Dewey would dissolve it faster than any other event on the horizon. For the Republican opposition, unlike that of its Bourbon teammates, is only partly ideological. It is very largely partisan.

If Roosevelt is re-elected he will have Congress against him whether it is Republican or not. The danger of frustration, of deadlock between the White House and Congress, is probably the greatest danger our next government faces. Every vote for Roosevelt increases this danger. Even from the progressive standpoint, a conservative government is better than none at all.

How Conservative?

And just what does the word "conservative" mean in the context 1945-'49?

When Wendell Willkie was head of Commonwealth & Southern he kept his fight with TVA on a realistic level by reminding himself that "they aren't going to tear down those dams." Nobody is going to tear down the other New Deal reforms, either. Apart from the fact that Dewey has endorsed them, the Wagner act, Social Security, SEC are as firmly embedded in American life as the Grand Coulee. So is the principle—which dates from Alexander Hamilton—that the federal government is responsible for the nation's economic health.

As for future domestic reforms, the New Deal has neither the energy to generate them nor the congressional support to pass them. And on what will probably be the most burning of postwar social issues—namely Negro rights—the official Republican position and the Republican voting record are far more hopeful and progressive than the Democratic.

In foreign affairs, the Republican case is not so easily made. Harding is harder to bury than Hoover.

He is nevertheless dander. The long-range bomber has done what Wilson's idealism failed to do. Isolationism is no longer a possible foreign policy for any responsible government.

We no longer have a choice between the ostrich and the eagle. Our problem is how to give the eagle some of the qualities of the dove, the owl and the setting hen. And that problem—the quest for an American foreign policy—still confronts us. As we pointed out last week, Roosevelt has not helped it at all.

Let the quest continue. The foreign policy of a democracy must be one which the people generally understand and approve. But the popularization of any foreign policy requires more than a great leader of public opinion. It

requires as well a political organization which can relate foreign policy to our more immediate hopes, fears and interests. Texans affect our foreign policy as much by their stand on Argentine beef as by their personal readiness to fight. The foreign lending policies of eastern bankers have more influence beyond the seas than the speeches of Senator Ball. To align these hard facts of policy is a political job. For that job the Republican Party—once it has been chastened by the responsibility of power—will prove just as good an instrument as the Democratic.

Dewey

Mark Ethridge, the pro-New Deal editor, calls Dewey "a pretty fair governor—and nothing more, nothing less." The words remind one of Walter Lippmann's about Roosevelt in 1932—"a pleasant man who, without any important qualification, would very much like to be President." You never know.

But this much is known about Dewey: he is young, aggressive, equipped with and surrounded by brains. He has a special talent for absorbing facts and untangling complexities. His career is pure Alger. He is not a great humanitarian like Roosevelt. But he has known just enough failure to give him the saving grace—not Roosevelt's strong point—of self-criticism.

Dewey is an above-average successful American. He is an exponent of competitive capitalism, a cultural type which has enjoyed little prestige in the past 15 years. Yet this same capitalism is counted on by all concerned to keep America strong after the war. Roosevelt, Harry Hopkins and Henry Wallace are all expounding the virtues of free enterprise. Earl Browder, too, is for it. Capitalism has many new friends.

And, in fact, competitive capitalism is America's best bet. Certainly no other ism promises to get us out of the economic rut of the '30s, or to rebuild what war destroyed. The Republicans, who always believed in capitalism, are often criticized for believing in magic. Well, every political or economic philosophy to be successful requires some degree of faith. And success tempered by a sense of responsibility is what this country needs above all things. It needs the self-confidence expressed by Dewey: "The future of America has no limit."

The New Deal is stalled with its back to the goal line. Whoever hopes to see a little action in this country must hope to see the ball change hands. The Democrats may look better on the defensive. As for the Republicans, they may really have that old magic. Little is risked by giving them a chance to prove it. Everything may be gained.

Yes, it is time for a change: Dewey deserves the independent vote.

PICTURE OF THE WEEK:

A moment of pure municipal bliss is shown on the opposite page. On Oct. 1, last day of the American League baseball season, the St. Louis Browns,

the "Cinderella Team," won their first league championship by beating the New York Yankees, 5-2. This made possible an all-St. Louis World

Series, the St. Louis Cardinals having won the National League pennant 10 days earlier. Last week the Browns lost the Series, four games to two.



Overcome with joy, baseball fan Jim Cubbage falls right out of grandstand at Sportsman's Park as St. Louis Browns clinch first American League pennant



AL SMITH RESTS AT THE FEET OF MOTHER MARY



FROM EARLY AFTERNOON TILL AFTER MIDNIGHT, RANKS OF MOURNERS WIND THEIR WAY AROUND CATHEDRAL, STANDING PATIENTLY ON WET SIDEWALKS IN INTERMITTENT RAIN

ALFRED E. SMITH

160,000 file past his bier before altar of St. Patrick's Cathedral

For 12 hours on Oct. 8 mourners filed past the catafalque where Alfred E. Smith lay in state. Outside St. Patrick's Cathedral, in midtown Manhattan, they stood in columns, four blocks long. They came, 160,000 of them, from east side and west side, from every social, economic and religious estate, to glimpse in brief passing the features of a great and well-loved American.

Four times governor of New York, candidate for the Presidency in 1928, Al Smith symbolized many of the best aspects of American democracy. He was a poor

boy who almost reached the White House. He was a product of Tammany Hall who won distinction as an honest, humanitarian and efficient state executive. Although his political twilight was embittered, he generously lent his energies in his last years to a variety of civic and philanthropic causes. In death he was the second Catholic layman—the first was Eugene Debs—ever to lie in state at St. Patrick's.

The U.S. suffered a second loss when another great political figure, Wendell Willkie, died suddenly at 54.

PAST THE CATAfalQUE IN THE CHAPEL OF OUR LADY, THE MANY FRIENDS OF AL SMITH MOVE IN SAD PROCESSION. A PONTIFICAL MASS OF REQUIEM WAS HELD THE FOLLOWING DAY





PENTAGONAL FORT IS ONE OF NUMEROUS ANCIENT FRENCH WORKS WHICH GERMANS USED TO DEFEND APPROACHES TO BREST. GREAT CRATERS WERE MADE BY ALLIED BOMBING

BATTLE FOR BREST

U. S. troops fight through ancient and modern forts to take big port

During the resounding defeats of August and September the Germans won a single great victory: the defense of the ports of France and the Low Countries. They lost more than 100,000 good soldiers in the sieges, but they bought time for the German army. They diverted troops from Allied forces wheeling toward the Siegfried line and they kept Allied ships from harbors which would have simplified the Allied supply problem.

The Germans fought hardest for the Breton port of

Brest, which has the largest anchorage in Europe. U. S. troops first saw Brest on Aug. 5, from tanks which had swept down from Avranches in the early stages of the Patton breakthrough. They did not succeed in taking it until Sept. 20, 48 days later. The Germans had dug into Brest's massive old forts and had built new forts of their own. As Brest fell, Allied troops on the other side of France were finding that the Germans were forcing this same kind of siege battle at the Westwall.

BREST, PITTED BY SHELL AND BOMB CRATERS, BURNS UNDER ALLIED BOMBARDMENT. AT UPPER LEFT IS THE GREAT LANDLOCKED ROADSTEAD, ENTERED THROUGH NARROW STRAIT





Outside Brest U. S. guns fire into fortified German positions around city. Early stages of siege were occupied with the methodical knocking out of German gun positions and artillery observation posts.



British flame-throwing tanks, which supported U. S. infantry, move in to attack Fort Moulbray, one of the old French forts guarding Brest. Assault on fort took five days.



The Germans surrendered in groups at various forts. Above, a German naval officer is blindfolded before going through U.S. lines to negotiate surrender of Germans holding out around Brest. U-boat pens.



Carrying a white flag, German officers march back to their troops to arrange surrender. Americans later found out that Germans used truce to destroy weapons, liquor.



General von der Mosel, commander of submarine-pen fortress, surrenders to U.S. Major Anthony Miller deep inside fortress. German commander of Brest, Hanneke, still fought on peninsula outside city.



Submarine pens were roofed with thick reinforced concrete for protection against air bombing. Brest was the biggest French base for submarines operating in the Atlantic.



CHORTLING WITH PRESIDENT ARE FROM LEFT: VAN WYCK BROOKS, MANNAN DORNER, JO DAVIDSON, JAN KIEPURA, JOSEPH COTTEN, DOROTHY GISH AND DIR. HARLOW SHAFLEY

CAMPAIGN FUN

Sidelights produce a few laughs

The election campaign, despite F.D.R.'s and Dewey's tales over the radio, had its less solemn moments last week. In Washington (above) an arts-and-sciences group supporting Roosevelt had a good laugh with the President over some incidental banter. Coming after Frank Simler's visit to the White House the week previous and formation of the Hollywood-for-

Dewey committee, this visit showed that neither candidate lacks strength among artists and intellectuals.

In Chicago a convention of the National Association of Dancing Masters produced two new dances—the Dewey Dip and the Roosevelt Hugger. The Dip, said the Dancing Masters, is something like a waltz. The Hugger (from Air Forces slang) is a jitterbug step.

DANCERS DEMONSTRATE ROOSEVELT HUGGER (LEFT) AND DEWEY DIP. "DROOLER" IS ADAPTATION OF LINDY HOP. KNEES ARE LOOSE IN DEWEY DIP AND BOUNCE WITH EACH STEP



FOR YOUR FIGHTING MAN
BUY MORE BONDS



Head and Shoulders
OVER OTHERS

FOR MILDNESS... FOR BETTER TASTE

*And as sure as night follows day... Chesterfield's
definitely Milder Better Taste is the result of their...*

RIGHT COMBINATION
WORLD'S BEST TOBACCOS

Make these 5 Key-words the key to your Smoking
Pleasure, as they are for millions everywhere.

ASK FOR - CHESTERFIELD



"Isn't it about time for an intermission, boys?"

We can't fully picture for you the fine, full flavor and unbelievable smoothness of Paul Jones Whiskey. But you'll instantly recognize these qualities when you first make the acquaintance of Paul Jones yourself. You'll quickly agree, we believe, that Paul Jones is indeed a gracious whiskey in any glass. *A blend of straight whiskies—90 proof Frankfort Distillers Corporation, New York City.*

DRY *Paul Jones*
... a distinguished whiskey since 1865



NEARLY GUARD THOMAS JEFFERSON'S FIRST DRAFT OF DECLARATION OF INDEPENDENCE, AS CORRECTED SIGNIFICANTLY BY BENJAMIN FRANKLIN AND ADOPTED JULY 4, 1776

AMERICA'S PRICELESS DOCUMENTS REAPPEAR

In the dim and unbounded expectation that Washington might be bombed, the Library of Congress in December 1941 sent into hiding the only truly priceless possessions of the United States. They were the great documents that guarantee to the people of the U.S. their sovereignty over their government: the Declaration of Independence; the Articles of Confederation; the Constitution. On Oct. 1 they were returned to public view in the Library of Congress. They had been hidden at the University of Virginia,

Washington and Lee University, Virginia Military Institute and Denison University at Granville, Ohio. A fifth hiding place remained secret.

Librarian Archibald MacLeish was moved to say of the return of these documents: "It has the same spiritual and intellectual symbolization for the people of this country that the return of the lights to London had for the people of London." The ceremony also afforded an excuse for every American citizen to read the documents that govern his whole life.

The theory that the individual man is sovereign is still radical in the long view of history, even though some of the phraseology of the U.S. Constitution goes back to England's Magna Charta. This theory is the common theme of these great American documents. Among them is also the signpost of a false turning in American history, the Articles of Confederation which, until the Constitution was written in 1787, tried to combine the states into a league or alliance in which the separate states were sovereign.

Great Documents (continued)



Librarian of Congress, Archibald MacLeish (center), himself takes a screw driver to the case in which the great documents are sealed in bronze cylinders. In all, 4,789 cases of documents, rare books and incunabula (books printed before 1500) were returned to the Library of Congress from five hiding places in Virginia and Ohio.



Declaration of Independence, signed by 56 men in 1776, is photographed under weak lights. Long kept carelessly, it has by now faded almost to invisibility. At various times in its history it was kept in 10 cities, was almost destroyed by fire twice and almost captured by the British twice. In 1804 it went into a State Department safe.



The Constitution is handled with folded sheets of paper to save it from fingerprints or sweat stains. Visible is its beginning, "We the people of the United States, in order to form a more perfect Union . . ." Top right signature at end is George Washington's, although other Virginia signatures are in the middle of the left-hand column.



"I feel so safe with you now that you're rid
of that '5 o'clock Shadow'!"

People do have confidence in the man with the clean chin. That's why you should avoid "5 o'clock Shadow" by shaving with a genuine Gem Blade. Gem's a thicker blade. Its deep wedge-edge takes and holds a super-keen edge which delivers shave after shave—every one smooth and comfortable!

AVOID '5 O'CLOCK SHADOW' WITH



**KEEP YOUR EYE ON THE INFANTRY
. . . THE DOUGHBOY DOES IT!**

YOU'RE GUILTY! IF GUMLINE CAVITIES INJURE TEETH LIKE THIS



NEW SAFE TEEL WAY TAKES ONLY

*One Extra Minute
a Week!*

HERE'S ALL YOU DO
to brighten teeth safely

1. Brush your teeth every day thoroughly with TEEL. A few drops on dry or moistened brush. Feel it clean!

2. Once a week brush teeth with plain baking soda on brush moistened with TEEL. Brush at least an extra minute.

THIS CLEANS AND BRIGHTENS TEETH—SAFELY



8 IN 10 ADULTS
RUN THIS RISK—
Coast to Coast Reports
from Dentists Show

See that cavity in the tooth above? Popular dentifrices grind in cavities like this!

A nation-wide study—conducted by dentists—among their own patients—shows that over half of all adults—MEN AND WOMEN—had these cavities . . . and 8 in 10 picked getting them.

The reason is simple. As we grow older, gums recede—exposing parts of our teeth 2½ times softer than tooth enamel.

The polishing agent (abrasive in dentifrices) cuts grooves in these softer parts.

But you can clean your teeth—and do it safely—if you follow the sensible advice given below.

It's time you found out why only Teel, of all leading dentifrices, protects teeth from this damage

You may be the next victim of these ugly gumline cavities! And it doesn't matter where you live—what you eat—whether you are man or woman! For dentists all across the country—working on hundreds of different types of patients—have all found the same disturbing condition,

Their reports show that 8 in every 10 adults risk this serious damage to their teeth by scarring them with abrasives!

Yes—what you put on your tooth-brush, the very cleansing agent with which you hope to improve the appearance of your teeth—may cause ugly cavities like the one above! And what's

more, it's the teeth in the front of your mouth that get damaged most!

Only TEEL, of all leading dentifrices, protects your teeth from this damage. For TEEL is based on a new idea—cleans teeth without abrasives—brightens teeth safely.

Simply brush your teeth daily with TEEL—and once a week, for an extra minute, brush with TEEL and plain baking soda. You'll like the way TEEL leaves your mouth tingling and refreshed—your breath sweetened.

Start the TEEL way today. It may add extra years of beauty to your smile!

Teel protects teeth—Beautifully!

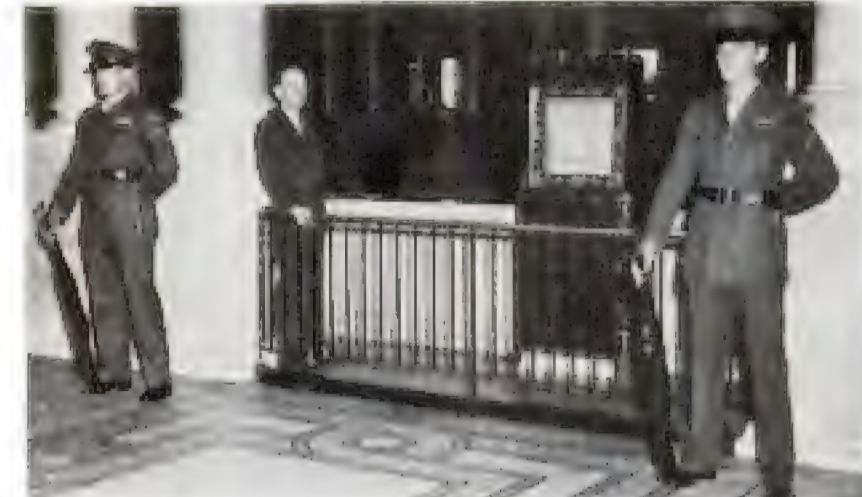
Great Documents (continued)



Gettysburg Address, first draft, on Executive Mansion stationery, covers page and a half. Furthest sheet is the second draft. The first correction in the finished speech came after the sentence, "We are met here on a great battlefield of that war." Lincoln wrote the first half in Washington, the rest after his arrival in Gettysburg.



The Articles of Confederation, the law of the U.S. from 1781 to 1789, was merely the covenant of a league or alliance among the 13 states or sovereign nations. It called itself "a firm league of friendship." Under this system of alliance the states worked up a series of skirmishes, bitter trade disputes, massacres and general chaos.



Magna Charta, the fourth and best copy, was sent by Britain to New York World's Fair and then after outbreak of war was transferred to the Library of Congress. Its perfect condition comes from the fact that it was "lost" in Lincoln Cathedral until 1868. This document began the constitutional history of English-speaking people.



Birds Eye tells you why
there are more fish in the ocean
and fewer in the stores!

For these hilarious haddock, every day is Christmas nowadays!

Normally, you would likely have them for dinner—fresh from their Birds Eye package. But today, more of them are in the ocean—fewer in the stores.

Wartime conditions cause this—NOT your Birds Eye Store. Trawler fleets have been turned over to the Government, and there are some restrictions on deep-sea fishing off the coasts. And more fish have gone off to war, too. But cheer up...

For we're distributing the Birds Eye Fish we DO get as fast as they become available. We're getting all we can, though



we can't promise ALL the varieties you might like. But if the package bears a Birds Eye label—you'll have Birds Eye Fish!—BE SURE you get it!

Ocean-fresh . . . 4 hours out!

When you do get Birds Eye Fish, it will be ocean-fresh, as flavorful as there is in this world.

BIRDS EYE
FROSTED FOODS



Product of General Foods

OPTICAL SCIENCE reaches new heights at **Kodak**



POURING A "MELT" of optical glass in the world's first all-electric glass plant, at the Kodak lens works. The heavy platinum lining of a melting pot costs \$4,500—only platinum keeps impurities down to the maximum allowed by Kodak, 1 part in 1 million... The glass itself is made of "rare elements"—tantalum, tungsten, and lanthanum. Kodak's use of these, instead of sand, to produce optical glass with a much higher refractive index (light-bending ability), without marked increase in dispersion, is the "first basic discovery in optical glass in 55 years."

1/16 "LIGHT WAVE"—after all surfaces of the several elements in a lens have been ground and polished to an accuracy of 1/16 "light wave"—1/100,000 of an inch—the assembled lens is brought to a lens bench for study and adjustments. The microscope shows the image of a pinpoint of light about 200 feet away—it appears as a tiny star. The size, shape, and color of the star image are determining factors in judging the optical quality of the lens.



Serving human progress through photography

... makes possible
the finest camera lenses
of all time

The first of Kodak's "postwar" lens formulas are incorporated in such lenses as Kodak Medalist's f/3.5, the Recordak microfile lenses, and Kodak's f/2.5 aerial lens for night reconnaissance.

Experimental aerial lenses of other speeds, designed and made by Kodak, each requiring years of computation, are now with the Air Forces.

ONE great factor in these new lenses is the revolutionary "rare element" glass developed by Kodak. In the past the lens designer begged for new types of glass for the development of his ideas. Now he has resources in glass which outstrip his creative imagination.

His position is similar to that of the physician who suddenly is given a new curative agent such as penicillin. It takes years to explore and realize its full usefulness.

At Kodak, "optics" includes every step in lens making, from a design originated for a special purpose by Kodak scientists to the tested and approved lens finally mounted in the camera.

This applies from the lens of the lowest-priced Brownie or Kodak to the rare-element "postwar" compound lens of the costliest Kodak.

This program of lens development is now being extended—for the better pictures you'll make in the future.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

REMEMBER THE MARINE CAPTAIN who led his platoon of amphibious tractors onto the beach in the first assault wave on Tarawa? . . . how, after all his men were killed, he pushed on and single-handed wiped out a Jap machine-gun position before he was fatally wounded? . . . how, in his last letter home, he had written "The marines leave a way of making you afraid—not of dying, but of not doing your job"? A stern example to us at home. BUY MORE WAR BONDS.



STARS BAD AND GOOD—On the left is a "bad" star, on the right a "good" star, as they appear in the microscope on the lens bench. At every point throughout its area—in a lens which passes muster—the star must be symmetrical as to shape and color, and not exceed a maximum size. Weird shapes and bright colors, such as seen at the left, mean rejection. Star images were photographed at 11° off axis.

What the Joneses discovered during the war



Mom, who had no business putting on weight when she's only 35 and pretty, has taken less sugar in her coffee and eaten a lot fewer rich desserts. Happy days!...she can wear a 14 again!



Dad used to call salads and green vegetables "grash." But he's filled up many a chink with them since he's been getting one chop instead of two. Strangely enough, he's as full of ginger as a colt let out to pasture.



Sis has stopped living all day on the ends of her nerves—she's taken to drinking milk with her lunch and she's cleaning up her plate at dinner. If she forgets her rouge these days, nobody notices.



Brother, who used to go off to school with a cooky, has had a good breakfast including a cereal with whole-grain nourishment every morning this year. Result: a handsome report card, fewer nickels spent for between-meals snacks, and more in his piggy bank.



Everybody cheers for Mom's wartime meals. She's downright clever at making the Joneses forget all about rationing and shortages. A delicious, satisfying Jell-O Pudding is one of her favorite stand-by's for bolstering up a meal that's a bit on the skimpy side.



It's o.k. with the Joneses—whatever flavor Mom can get at the store these days...rich Chocolate, creamy Vanilla, or buttery Butterscotch. All three of these luscious, made-with-milk Jell-O Puddings have that real, old-fashioned goodness!



Why Jell-O Puddings go faster. Everyone wants Jell-O Puddings 'cause they're the ones with that homemade, old-fashioned goodness! All three flavors are extra-special—rich, deep Chocolate, specially made for Jell-O Puddings by the famous Walter Baker Chocolate people—delicate, smooth Vanilla...brown-sugary, old-fashioned Butterscotch...Products of General Foods.

New Sunday time for The Kate Smith Hour! C. B. S. Network!
7 P.M., E.W.T.—Consult your local newspaper for time and station.



Produce and Conserve...
Share and Play Square



ROBERT G. LETOURNEAU STANDS IN FRONT OF THE WORLD'S BIGGEST PNEUMATIC TIRE, USED ON EARTH-MOVING MACHINES. THIS TIRE IS 9 FT. 4 IN. HIGH, WEIGHS 1,900 LB.

LETOURNEAU

AMERICA'S MOST SPECTACULAR MAKER OF EARTH-MOVING MACHINES IS "IN PARTNERSHIP WITH GOD"

by RUFUS JARMAN

Robert G. LeTourneau, a burly, bald-headed citizen of Vicksburg, Miss., has been described variously as the world's most original industrialist, the world's largest manufacturer of earth-moving equipment, the world's No. 1 Christian layman, God's partner and just a grown-up kid who likes to play with new toys. This latter characteristic, his friends say, is at the root of his genius for building large, noisy, mechanically complicated machines. LeTourneau's gigantic toys shave down hills and mountains, level valleys and build highways and airports. The first one, which he invented about 15 years ago, was a scraper that would grab up a big load of dirt and hustle away with it at a pace that made the old truck-and-shovel method obsolete and revolutionized road-building practice. Later he built a scraper that would carry 60 cubic yards of dirt, or as much as 14 medium trucks can haul. When he speeded up heavy equipment by mounting it on pneumatic tires, earth-moving circles put aside any previous doubt that he was their leading genius. And when he pledged the profits of his business to the support of religious causes, they acknowledged to the last man that he is, whatever else, personally unique.

In this war, earth-moving equipment has become as important as guns, ships and planes. LeTourneau builds an estimated 70% of all the angle-dozers, pushdozers, scrapers and rooters used by the Americans on all

fronts. His equipment has uprooted jungles and built roads and airstrips in the Pacific islands, has repaired airdromes and cleared up battle rubble in France, Sicily, Italy and Africa. His bulldozers have dug trenches for burying dead Japs en masse and have buried live ones in their dugouts. During the battle for Henderson Field on Guadalcanal, American aircraft were able to keep in operation only because LeTourneau's bulldozers worked under fire between the lines repairing shell holes. His developments include the tankdozer, a bulldozer mounted on a tank so that the tank can knock over obstacles or dig itself into the ground if necessary, and he has made other earth-moving weapons so important that they cannot be described at all for reasons of security.

A couple of years ago the War Department called on D. M. Burgess, LeTourneau's executive vice president, for help on a special problem. The Army wanted to know if LeTourneau could design a crane with a 35-foot reach, a 30-foot lift, a speed of 14 mph and the ability to lift and carry 60,000 pounds, the approximate weight of a heavy bomber. The War Department explained that bombers returning from raids over Europe were having trouble landing on British airfields because sometimes one plane of a returning flight cracked up on the runway. Those still in the air had to circle the field like disappointed birds until the wreckage was cleared,



The Tournapull is a two-wheeled tractor with a revolutionary design. Separate motor powers each wheel so that Tournapull can waddle like duck out of mud, pulling heaviest machinery. Below: giant LeTourneau crane, drawn by Tournapull, carries this 60,000-pound heavy bomber at the rate of 3 mph



Portable saw (below) cuts through largest trees in few seconds. Horizontal arm pushes a tree in direction it should fall. Problems of cutting, hauling and processing lumber fascinate LeTourneau. He has also invented automatic debarking device and a wood wagon that can carry a load of 200,000 pounds.



LETOURNEAU (continued)

There was no fast way of doing this and frequently the other planes, low on gas, were damaged when forced to land off the runway. The Air Forces wanted the crane to get the wrecked planes out of the way in a hurry and Burgess said he'd see what LeTourneau could do about it.

LeTourneau figured it out while flying in his private plane from his factory at Peoria, Ill., to his plant at Vicksburg. He telephoned Burgess and reported, "I can make the crane all right; but you tell Washington I'm not going to submit any blueprints or specifications. They can't understand my drawings. Just tell them we'll build the crane. If it works, it's theirs. If it don't, it's ours."

The War Department was upset at such unorthodoxy at first, but gave up after a couple of weeks and said to go ahead. The crane LeTourneau produced was not strictly according to specifications. It was the size desired, but it didn't go 14 mph and pick up 60,000 pounds. It went 15 to 18 mph and picked up 60,000 to 100,000 pounds. LeTourneau's factories now produce 16 types of cranes for the armed forces, including crash cranes (lighter than the heavy-bomber cranes) which are standard equipment on the Navy's carriers. They remove cracked-up planes from the flight decks so others can land. Another type of LeTourneau crane is used for roustabout work of landing supplies at all invasion points.

LeTourneau claims that his success as an industrialist is due to his business partnership with God. His conscience was smitten at a revival meeting in 1910 and again in 1931 when, after prayer, he resolved to turn his business over to the Lord and promised to give all his profits and a large part of his time to the cause of religion. "My business was on the rocks at the time," LeTourneau recalls, "and that is a good time for anybody to give what they have to the Lord, provided they are sincere about it." LeTourneau's business was \$100,000 in the hole when he made the pledge. It showed a profit of \$31,507.41 when the year was over. It more than doubled the next year, redoubled the year following, and has ascended at high speed ever since.

In 1935 LeTourneau donated all the stock he and his wife owned—70% of the common shares outstanding in R. G. LeTourneau, Inc.—to endow the LeTourneau Foundation, a nonsectarian organization. This is now the largest religious foundation in America, with assets of more than \$10,000,000. It gives away nearly half a million dollars annually for religious causes, such as contributions to churches, schools and scholarships, publication of religious tracts, sponsorship of religious meetings and maintenance of camps with a religious flavor for youngsters. It publishes a weekly called *Now*, which deals with religion and the LeTourneau plants and is sent free to about 250,000 subscribers.

Laughs at own jokes

Although LeTourneau is 55 years old, he displays the furious energy of a hen in a vegetable garden. He is heavy and ungainly and walks with a limp which resulted from an automobile accident. Another time he was involved in a motorcycle wreck and broke his neck, which accounts for a peculiar tilt in the carriage of his head. He has a wide, toothy mouth, an unattractive, happy face and a habit of going into violent fits of laughter at jokes, particularly his own. Although his firm has made millions, LeTourneau still refuses to pay more than \$35 for a suit of clothes. He often wears one a week without changing, since he travels a lot and doesn't like to be burdened with luggage. Recently he was flying with Mrs. LeTourneau and a group of friends to address the annual convention of Gideons, meeting in Denver. While the party was in flight his wife sat up suddenly and announced with alarm, "Papa, the seat is coming out of your pants." Bringing out needle and thread, she then and there repaired LeTourneau's trousers and dignity. He preached a mighty sermon that night to about 4,000 persons in the red-plushy Denver City Auditorium, showing no concern whatever about his attire, wrinkled from travel and in a somewhat delicate condition across the backside.

Besides inventing machines and supervising his factories at Peoria, Vicksburg, Toccoa, Ga. and a service plant at Stockton, Calif., LeTourneau's other consuming activity is preaching. He has preached an average of six sermons a week since 1937 in localities ranging from New York City to Honolulu. He flies from factory to factory and speaking engagement to speaking engagement in a twin-engine Lockheed that cruises at better than 100 miles an hour. LeTourneau's preaching journeys probably exceed the combined mileage of the major and minor prophets, the disciples, the apostles, the gray and black friars and the circuit riders. During the past eight years he has traveled an average of 250,000 miles a year to preach the Gos-

CONTINUED ON PAGE 32



TO PROMOTE SOUND TEETH, CALCIUM MUST BE SPURRED ON BY VITAMINS C, D, AND PHOSPHORUS

VITAMINS

Their marriage with minerals brings out the best in both

FEW Americans fail to appreciate the role essential vitamins play in human welfare and nutrition. But with all this emphasis on vitamins, many nutrition experts feel that the importance of mineral supplements in the diet has perhaps been slighted.

Vitamins alone, even in sufficient amounts, are not enough. Equally important is to get your vitamins accompanied by minerals. For certain vitamins and minerals play their full role only when working together hand in hand.

For example, Calcium cannot play its full part in promoting sound teeth, bones and body tissue except in the presence of Vitamins C, D, and Phosphorus.

Furthermore, there is a close relationship between Iron and Vitamin C.

With these facts in mind, the Vimms' formula was specially designed to supply both vitamins and minerals in substantial and protective amounts. Three Vimms daily will provide not only all the vitamins that Doctors and Government experts agree are essential in the diet, but also all the most commonly lacking minerals.

Thus Vimms, when taken regularly every day, will raise the average diet up to or above the Recommended Daily Allowances for vitamins and minerals as adopted by the National Research Council.



You can't feel your best, unless you get all the vitamins and minerals you need. And chances are that you do lack them, for a United States Government survey—other surveys, too—showed that 3 out of 4 persons were not getting enough vitamins and minerals from their meals.



Blood tests show need for Iron. Vimms supply Iron, because Iron is one of the essentials in the body's production of hemoglobin that gives blood its natural red color. Vimms also give you Calcium and Phosphorus that are necessary for strong bones, teeth and body tissues.



One would be too big to swallow. In developing Vimms, scientists found that no one tablet or capsule could contain all the vitamins and minerals in the Vimms formula and still be easily swallowed. So that's why Vimms come in 3 small and pleasant-to-take tablets per day.



A GIRL has plenty to kick about—when a man walks into her love-life with a bristly beard that scrapes her tender face. That's one big reason why more men shave with Barbasol than with any other brand—because Barbasol is the shaving cream supreme for taming whiskers, leaving skin as smooth and soft as satin, and winning the praise of women.

EVERYTHING TO WIN—nothing to lose—when you try Barbasol. You win sweeter shaving satisfaction—a cleaner, finer skin. And you'll lose no time, because Barbasol is the brushless speed shave. Try Barbasol and see how wonderfully true this is—as you admire your handsome new "Barbasol Face." In tubes and jars. Large size 25¢; giant size 50¢; family size 75¢.



All-steel, wheel-shaped hotel built by LeTourneau overlooks Lake Louise, Toccoa, Ga. Lobby is at the hub, rooms along the spokes. The Army used it as a hospital.

LETOURNEAU (continued)

jet—a total of 1,000,000 miles, the equivalent of 80 times around the world.

The attendance at LeTourneau's meetings ranges from 100 to as high as 7,000 persons. Most of the gatherings have the flavor of the old-time religion, generally starting off with the singing of rousing hymns such as *When The Roll Is Called Up Yonder I'll Be There*. LeTourneau enters into the singing with great noise and enthusiasm, closing his eyes and rocking back and forth on the balls of his feet, giving every indication of supreme pleasure. He never refers to a hymn book. He has been to so many meetings that he is familiar with the librettos of virtually every hymn in Christendom.

Since he always speaks on an interdenominational basis and on invitation of the local people, LeTourneau is never without a prominent local citizen to introduce him. These introductory discourses are sometimes marvels of length and effusiveness. This grieves LeTourneau, who is impatient and anxious to get down to the business at hand. But this is never apparent. He sits on the platform looking for all the world like a country preacher who has been invited to a big-town church.

LeTourneau's sermons are simple and straightforward and follow the general theme of how his business has prospered since he turned it over to the Lord. Using the language and gestures of revivalists, LeTourneau pounds the pulpit and waves his Bible after he gets warmed up. "Too many of us believe money is the only thing to make us happy," he'll shout. "But it's not—God help me to mean that. I want to mean it. It makes sense. This idea that the preacher is going to do it all and that all the rest of us have to do is just keep out of mischief is wrong. We got to change those notions. Sometimes I get tired of this traveling, and sort of sticking my foot in the door to try to sell the Gospel. But I told God one day I'd try to do what He wanted, and He sent me out to preach. I don't know why He didn't pick some salesman sort of fellow who could kiss the babies and ask everybody how their grandchildren were getting along, and not pick on somebody like me who is not even a good talker. But anyway, He sent me, and I'm trying to do what He wants. I'm trying to tell that the Gospel will work for businessmen as well as for anybody else. It's all right for the preachers to give us the theory of religion, but it's up to us laymen to tell how it works. We can't all be preachers. Some of us have to work for a living."

Gets ideas in clouds

After reaching a shouting climax, LeTourneau lifts a big paw in a farewell wave to his audiences and speaks his concluding line, which invariably is, "I thank you. God bless you. Amen." Sometimes he has shaken hands with as many as 1,000 people after one of his sermons.

Most of LeTourneau's inventive thought occurs in his plane enroute from one preaching engagement to another. He imagines he is closer to God up there in the clouds. The progress of an idea usually follows a pattern. First he begins to gaze dreamily out the plane window into distance. Pretty soon he gropes into his pockets and brings



All-concrete houses have been built by LeTourneau as experiments in low-cost housing for his workers. He has plans to make roofs flat so gardens can be planted on top.

out a small black notebook and a pencil. Then he throws back his head and contemplates the top of the cabin, squinting one eye and chewing gum violently. He scratches his head from time to time and finally jots down figures in the notebook.

En-route to a weekend preaching project in Canada several weeks ago, LeTourneau began to discourse on his "super-duper" power press at the Vicksburg plant. He uses it to forge gears as large as 18 inches in diameter, compared with the usual method of casting molten metal into forms. "You know," LeTourneau said, "I thought I had the biggest power press there in the world. It will develop 15,000,000 pounds' pressure. But I noticed the other day some fellow is coming out with a press he claims will develop 17,000,000 pounds' pressure. I can't have that. I'm going to build a press that will develop 25,000,000 pounds."

Forty million pounds of pressure

He dropped the matter there, but on the return trip two nights later his eyes glazed into his inventive expression. He scratched his head, squinted his eye and figured for about an hour. Then he burst out happily, "You know, I was talking about the new 15,000,000-pound press. Well, I'd figured wrong. That press is not going to have 25,000,000 pounds. It is going to develop 40,000,000." He beamed all around, sank back into his seat and went to sleep, his wide mouth wreathed in a happy and peaceful smile.

LeTourneau's pilot, a wiry Oklahoman named Bob Lyle, flew non-stop that night from Buffalo to Vicksburg, following the air-lane beacons as far south as Nashville, then striking out across the West Tennessee and Mississippi woodlands by compass. At dawn he roared over LeTourneau's Mississippi plant, 12 miles below Vicksburg in the Congo-like region that borders the big river. He circled the field twice, gunning his motors, which is the signal to those on the ground to turn on the landing lights and get an automobile out to the airstrip to haul R. G. to the plant. The landing field there is a rough cleared space in the middle of the forest. Lyle set the plane down that morning with only enough gas left for five more minutes in the air. This pleased LeTourneau, who likes efficiency.

The Vicksburg plant demonstrates the pioneering methods of its creator. It is a big, flat building with walls that open in summer to combat the heavy heat, and it looks to some visitors like a glorified turpentine still or sawmill. A year or so before the war LeTourneau decided to build the plant in Mississippi and bought about 9,000 acres of land on both sides of the river. His idea was to clear the area and build huts and small farms to rent to his employees. The war delayed his plans, but early in 1942 he got priority on a quantity of machinery to build shells for the government and asked that it be shipped to Vicksburg.

The Defense Plant Corporation asked why Vicksburg, pointing out that LeTourneau had no factory there. LeTourneau said he intended to build one. The government replied that there were plenty of defense plants already built, and added that LeTourneau could have no priorities on materials for building a new one. Undiscouraged, LeTourneau bought a secondhand automobile trailer and, with several picked employees, plunged into the woods where he had chosen his

CONTINUED ON NEXT PAGE

Best in its Class!



YOU CAN STILL GET a Dry Martini with a pedigree—and know what you are getting.

Just ask your liquor store for **HEUBLEIN'S DRY MARTINI**, made with scarce, smooth, pot-stilled **MILSHIRE GIN**, and the world's finest **Dry Vermouth**.

Completely ready and perfect. All you do is add ice and serve.

THE FIVE POPULAR COCKTAILS

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Heublein Distilled London Dry Gin is 90 proof, distilled from 100% grain neutral spirits. G. F. Heublein & Co., Inc., Hartford 1, Conn.

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**85 YEARS OF
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TIME-TESTED
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Banish that doubt when buying shirts! You can trust Manhattans as generations of Americans have trusted them. They're Mac-formed, Size-fit and Collar-perfect to fit you for keeps. Look for that Manhattan label—it stands for a lot of things that add up to a lot of quality.



IT ALL ADDS UP TO

***Manhattan
SHIRTS***



LETOURNEAU (continued)

factory site. They lived there under primitive conditions all that spring and summer. LeTourneau cooked his own meals, consisting of the only dishes he knew how to prepare—flapjacks, fried eggs, canned corn and coffee three times a day. They had no office at first but improvised one from a deserted one-room Negro schoolhouse. Later an employment office was opened at Vicksburg in the long-vacant old courthouse that still bears the shell marks of General Grant's siege.

Since gum lumber was priority-free, LeTourneau bought a second-hand sawmill and sawed up enough gum from his property to build the walls and roof of his factory. He bought several carloads of secondhand steel, cut it up and welded it into girders and framework. The railroad spur leading from the main line to LeTourneau's property was made of such light rails that the Illinois Central wouldn't allow its locomotives to run over it. LeTourneau got around this by bringing one of his largest tractors from Peoria and towing the railroad cars with that. The Vicksburg plant began operation late in 1942 after LeTourneau established a welding school for Negro cotton-field hands and old rivermen who had spent their lives catching catfish. They are now building cranes for the Army and Navy, scrapers, rooters and parts for other LeTourneau equipment.

LeTourneau has not abandoned his idea of building farms in the river-bottom jungles. He has built a combination tractor and saw, which has a 10-foot diameter and will saw down a tree 30 inches in diameter in five seconds. Another of LeTourneau's apparatus for clearing the Mississippi jungles after the war is a wood wagon for hauling the big tree trunks. This giant will carry a load of some 200,000 pounds, more than the capacity of two and a half ordinary railroad boxcars. It is a trailer arrangement, pulled by a huge tractor of LeTourneau's own design, and moves on the largest pneumatic tires in the world. These were made especially for LeTourneau's heavier equipment by Firestone. Each tire stands 9 feet 8 inches high, weighs 3,936 pounds and retails at \$4,566.48.

The "land battleship"

The wood wagon wheels and tires were salvaged from a LeTourneau creation that was not successful financially and practically, but was sensational from the standpoint of size and imagination. It was called a "land battleship" and sprang from LeTourneau's idea of mounting a 155-mm. cannon on a self-propelled body that could make up to 15 mph over any sort of terrain. The giant that resulted was 40 feet long, about one-third that wide, with wheels 9½ feet high, each separately powered by a 200 hp diesel motor. No actual cannon was available, but LeTourneau fashioned an artificial one out of an old hot-water tank and a stovepipe, which gave out with thunderous explosions from a mixture of carbide and water. It was built in the plant at Toccoa, Ga. and even the natives around there, who have become hardened to seeing LeTourneau's crazy-looking mammoths, were startled at this apparition crashing through the peaceful hills spouting smoke and flame. But the Army refused to buy it.

LeTourneau still maintains this product had great merit and holds that his sales force didn't push it hard enough. The sales force, on the other hand, regarded the "land battleship" as a goofy notion. "Only about one out of every 10 of Bob's inventions are any good," Burgess reports. "Nine inventions do nothing but cost us money, and then he comes along with a tenth that is hot stuff and we make a lot of dough on that." Currently the conservative heads of the organization are casting uneasy looks at one of LeTourneau's latest ideas—concrete houses. His notion is to pour these houses into specially built steel forms, let each one set a couple of days, and then remove the form. He claims that a house can be built that way for about \$200.

The experimental concrete houses LeTourneau has built so far look like a combination of an igloo and a large beehive, but the creator does not believe their appearance will discourage occupants. "Looks," he holds, "is a matter of education of the eye. When people learn that my type of house is cheap, sturdy, repels heat and cold and is fireproof, they will soon begin to fancy its looks and the looks of any houses similar to it. Of course," he added thoughtfully, "people could plant vines around the base and let them climb over their houses to cover some of that concrete. Then maybe I'll change my design and make the roofs flat so people might haul dirt up there and plant roof gardens. That would be pretty."

Housebuilding is nothing new to LeTourneau who, before the war, used to construct all-steel ones of severe modern design. He had some of them turned upside down and floated across the broad Illinois River at Peoria, mainly to demonstrate that they were

CONTINUED ON PAGE 51

Helping planes fight today...



Keeping love bright tomorrow

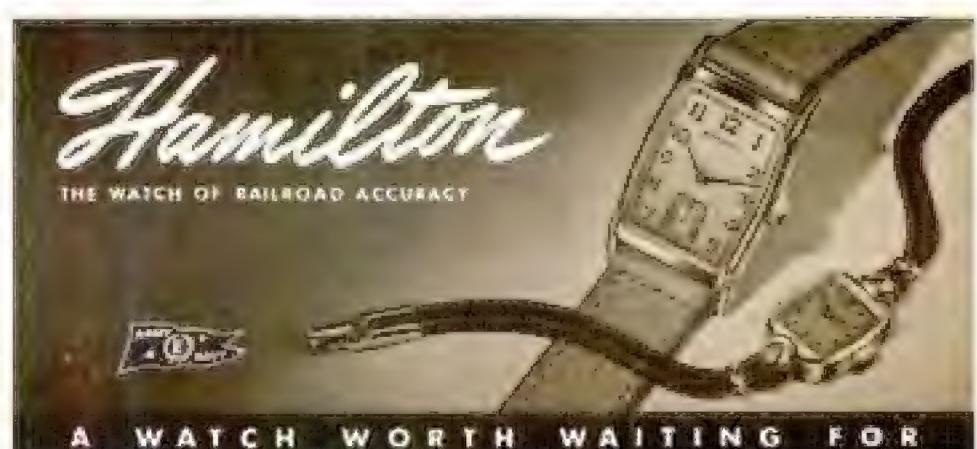


A gift that whispers more than words can say

TODAY the Hamilton Master Navigation Watch is helping our flying navigators guide their bombers to pin-point targets . . . telling them their position even when thick clouds hide the earth. Every Hamilton timepiece is telling only war time now. But someday soon Hamilton time will have a message of love. When that day comes, your jeweler will again have the watch that says "I love you," with greater eloquence than words. So before you buy a watch, remember this—the best things are worth waiting for. Wait for that fine, new Hamilton. You'll be glad you did!


The store that love built is the store where we buy the extra-special gifts for those we love—the jewelry store. Your family jeweler is a dependable gift counselor. Take advantage of his training and experience for wise and honest advice about gifts for your loved ones. Hamilton Watch Company, Dept. 104, Lancaster, Pennsylvania.

SPEED THE WINNING OF THIS WAR... BUY MORE WAR BONDS IN '44



A WATCH WORTH WAITING FOR



This Is The Tie-Test Famous Throughout The World

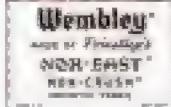


Limited in quantity now —
Wembley Nor-East Ties
will be back in full array soon, we hope

There are smart, new Wembley Nor-East Ties for Fall—but not nearly enough to go around. So it's worth asking for them early and often! Pictured here is Claret Red—one of Wembley's smart Fall colors. If your dealer does not have Claret Red in Wembley Nor-East Ties, ask to see this mellow red color in Wembley's new wartime fabric.

Help Speed the Day of Victory—Buy More War Bonds... and More... and More

\$1



Wembley Ties

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LETOURNEAU (continued)

watertight. LeTourneau established a whole colony of steel houses for employees at his Toccoa plant, where he also erected an all-steel hotel beside Lake Louise, artificially created by his mammoths. The hotel looks like a large wheel lying flat. The lobby and offices are in the center and the hallways, with sleeping rooms on either side, shoot off in all directions like spokes. The hotel created several problems for the management. For one thing the steel dome roof over the lobby produced more echoes than the Swiss Alps when anyone spoke there, but this was remedied finally by draping cheesecloth in the upper reaches to absorb sound. There is still the matter of expansion and contraction of the steel walls. They expand under the hot Georgia sun, bulging out slightly. Along about bedtime, when the cool mountain nights come on, they begin to contract. This produces a series of loud reports that sound like a fowling piece being discharged near the sleeper's ear and causes dozing guests to leap wildly out of their beds.

Among LeTourneau's other notable creations at the Toccoa plant is his airport, constructed by scraping off the top of two mountains and filling in the valley that lay between them. An all-steel hangar was built up there and has become the target of frequent lightning bolts when thunderstorms visit that vicinity. Until a few months ago LeTourneau's guests were often overcome by fright when taking off by plane from the airport. The runway was not as long as it might have been, and the plane sometimes ran over the brink and dropped toward the valley below before it gathered full air speed. It has been lengthened now, but its former condition was of no concern whatever to LeTourneau, who believes he will die when the Lord gets good and ready and not before.

Meantime, LeTourneau is confident, the Lord has useful plans for him and is standing by at all times to help him carry them out. This was made especially evident to him when he was working on his power-control unit, a series of gears and cables by which the operator controls the movements of the earth-moving monsters. LeTourneau had contracted to build several earth-moving machines equipped with power-control units for a California contractor. The trouble was that he had not finished inventing the unit when he agreed to build the scrapers equipped with them, and the unit proved tougher to perfect than he had figured.

Prayer inspires him

Finally, there was only one night left to complete the invention. LeTourneau and a brother-in-law resolved to work all night. They had just started when LeTourneau remembered he had promised to lead prayer at a mission meeting downtown that evening. He paced the floor and wrestled with himself for half an hour and then announced he could not turn the Lord down. The brother-in-law went home in disgust. Three hours later LeTourneau, refreshed by a session of singing, praying and preaching, returned to the office and went to work. Ten minutes later the whole thing was worked out on the drafting board. That, in LeTourneau's belief, is a pure and simple example of the Lord helping someone who does not let Him down.

LeTourneau recalls many such examples, such as the time he prayed over the telephone while talking to a contractor about his new idea of putting pneumatic tires on scrapers. The contractor was finally convinced, and LeTourneau pioneered in a new field. LeTourneau is generally most benevolent around his plants on Thursdays, the day when religious services are held between shifts. The cafeteria of each plant is equipped with a platform and an altar, with the wall behind decorated with a large canvas bearing some quotation from the Scriptures. The central attraction is generally some visiting revivalist whose name, works and photograph have been billed several days in advance on the factories' bulletin boards. Things usually get started with religious selections rendered by instrumental or vocal groups made up of plant workers. When he is present, LeTourneau introduces the speaker and throughout the remainder of the proceedings sits on the platform beaten. Speakers in LeTourneau plants have ranged from unknown country preachers all the way up to U. S. senators and even former President Herbert Hoover.

LeTourneau comes by his religious enthusiasm naturally. He was born on a farm near Richford, Vt., one of eight children of parents who had strong religious leanings. His paternal grandfather, a French Huguenot, was a one-time teacher in a mission in Quebec and his maternal grandfather was a Scotch theologian. Two of his sisters have served as missionaries to the Orient.

He left school in the eighth grade and served four years' apprenticeship as a master molder. After several years in the foundry he

CONTINUED ON PAGE 51

*"When Johnny
Comes Marching
Home Again!"*



He'll be looking for

* **INTER
WOVEN
SOCKS**

Now he knows what a difference there is in Socks ... Comfortable ... Good-Looking socks that Wear and Wear ... and WEAR. INTERWOVEN - the Greatest Name in Socks.

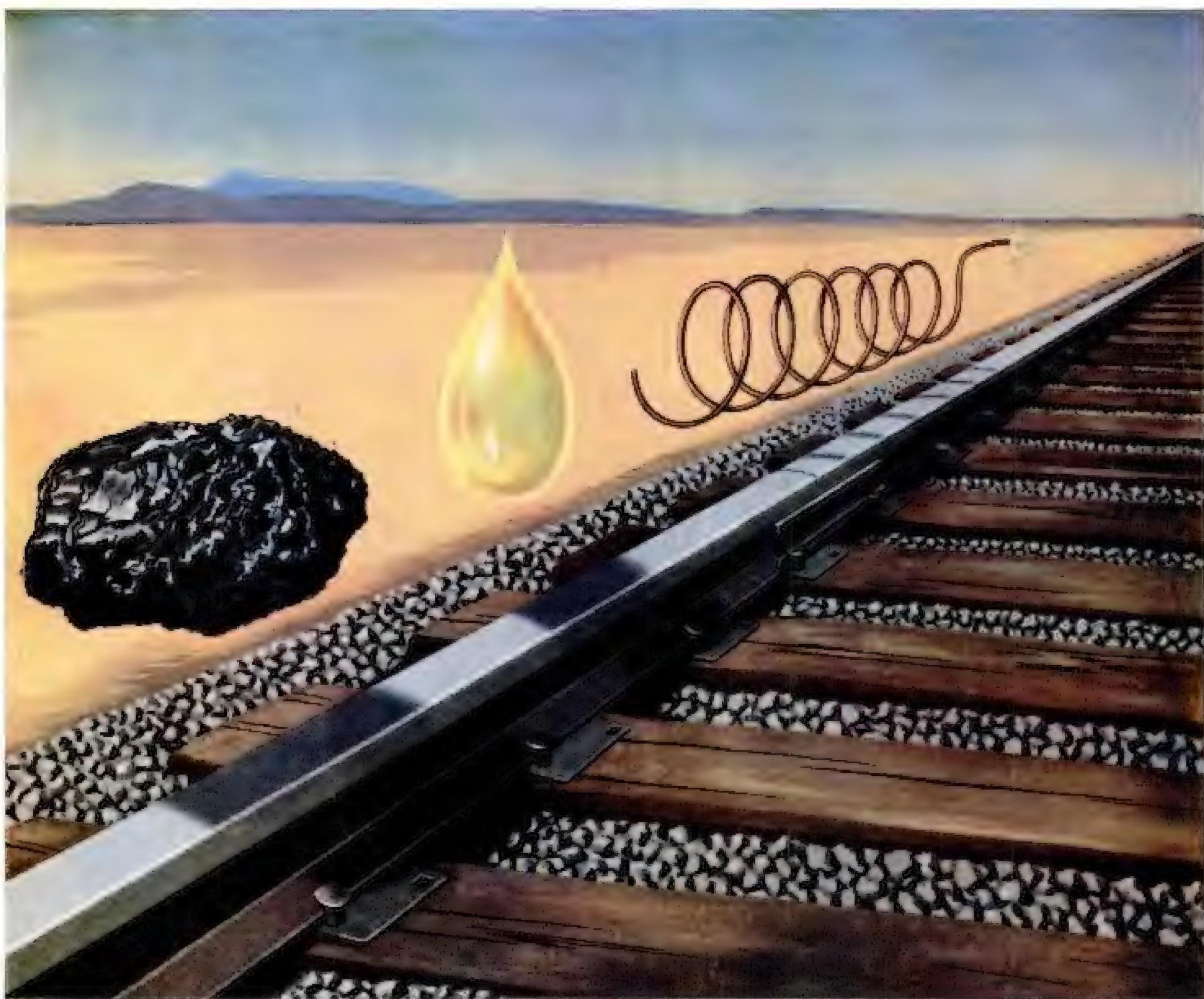
IF YOU CAN'T ALWAYS GET JUST THE INTERWOVEN SOCKS YOU WANT ... PLEASE REMEMBER ... EVERY DAY - THOUSANDS AND THOUSANDS OF PAIRS OF INTER WOVEN SOCKS ARE GOING TO THE MEN IN THE SERVICE.

* REG U.S. PAT. OFF.



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Which will you ride behind?

WHAT kind of locomotives do you think will pull tomorrow's streamliners—steam, Diesel, or electric?

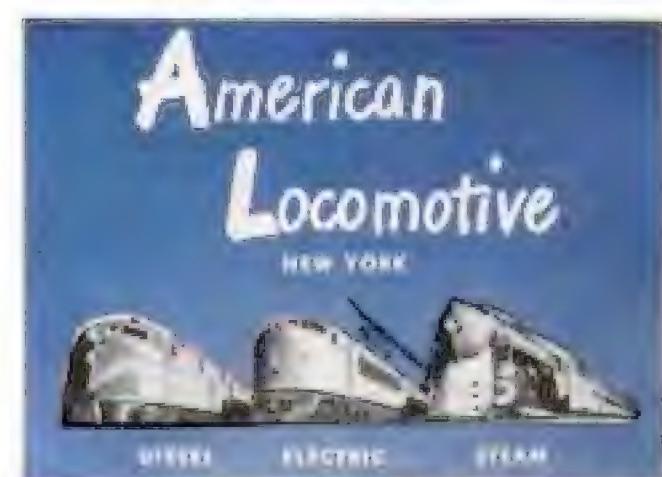
If we manufactured only one type of locomotive, we might favor that particular type. But here at American Locomotive we build *all three*—and know from a hundred years of experience that *all three* locomotives will be pulling tomorrow's trains.

For any one of these locomotives can be built to pull any train at any desired speed.

Which type should be used depends on a railroad's requirements. Only a complete analysis of the territory to be served, the kind and amount of load to be hauled, and many other factors, can determine which type of locomotive is the *modern* locomotive for the job.

Today, a large percentage of America's crack streamlined trains are powered by American Locomotive engines—some steam, some Diesel, some electric. Each

is unsurpassed at its particular job because each was built for that particular job.



LETOURNEAU (continued)

worked as a farm-hand, a garage mechanic, a shipyard worker and dirt-moving contractor before moving into his present field. In his dirt-moving days LeTourneau got the contract to excavate for the new highway leading to Boulder Dam, then under construction, and lost \$100,000 on the job. This convinced him that the Lord didn't intend for him to be a dirt-moving contractor anyhow, but a manufacturer. He went exclusively into the manufacture of scrapers, bulldozers, power-control units and such things, and since then has invented more appliances, practical and impractical, than anyone cares to count up.

LeTourneau's preaching on a large-scale basis started back around 1935, shortly after he had moved his main plant from Stockton to Peoria. The Peoria Chamber of Commerce at its annual banquet that year hailed the arrival of a new industry by asking LeTourneau to make a few remarks. They expected the routine round of compliments for the city and perhaps some optimistic predictions for the future progress of all concerned. The members were astounded when LeTourneau burst forth with a lengthy account of his partnership with God. Ministers were impressed and invited LeTourneau to appear in their pulpits. LeTourneau responded with enthusiasm, thereby launching one of the most remarkable religious crusades since Peter the Hermit's.

"Profits for the Lord"

Mrs. LeTourneau, a kindly, plain-spoken woman of 43, is just as enthusiastic a Christian as her husband although somewhat less vocal. She is the former Evelyn Peterson of Stockton, whom LeTourneau married in 1917 when she was about 16. Since then she has spent most of her time working for Christianity and the company. In the firm's early days at Stockton she once took down her bronze curtain rods and gave them to LeTourneau, who needed bronze for welding a scraper. Later, at Peoria, she served hot meals to workers building the plant and used her new automobile to tow steel beams from railroad cars to the factory site. At present she is matron to boys studying welding at LeTourneau's training school and is supervisor of Bethany Camp, a religious enterprise of the LeTourneau Foundation, at Winona Lake, Ind. She conducts a Bible-study class each Sunday evening in her home, a simple four-bedroom house of concrete blocks sitting on the highest hill between Natchez and Vicksburg, and invites all the workers at the plant to come there. Mrs. LeTourneau says she has never objected to her husband's travels although he has been at home only one weekend in the past two years. "I believe he is doing a great work for the Lord," she explains.

Some people are not so enthusiastic as his wife about LeTourneau's religious endeavors and occasionally ask skeptical questions. LeTourneau has an answer that usually stops them cold. "It is a well-known published and irrefutable fact," he says, "that when I promised to turn my profits over to the Lord, my business was on the rocks. The annual reports to our stockholders show what has happened since."



When LeTourneau preaches, he wrings his hands, does a dance and sometimes weeps. Here he gives one of his impassioned sermons to the businessmen in Evansville, Ind.



When they always stop short... like this



When you wish they wouldn't... like this

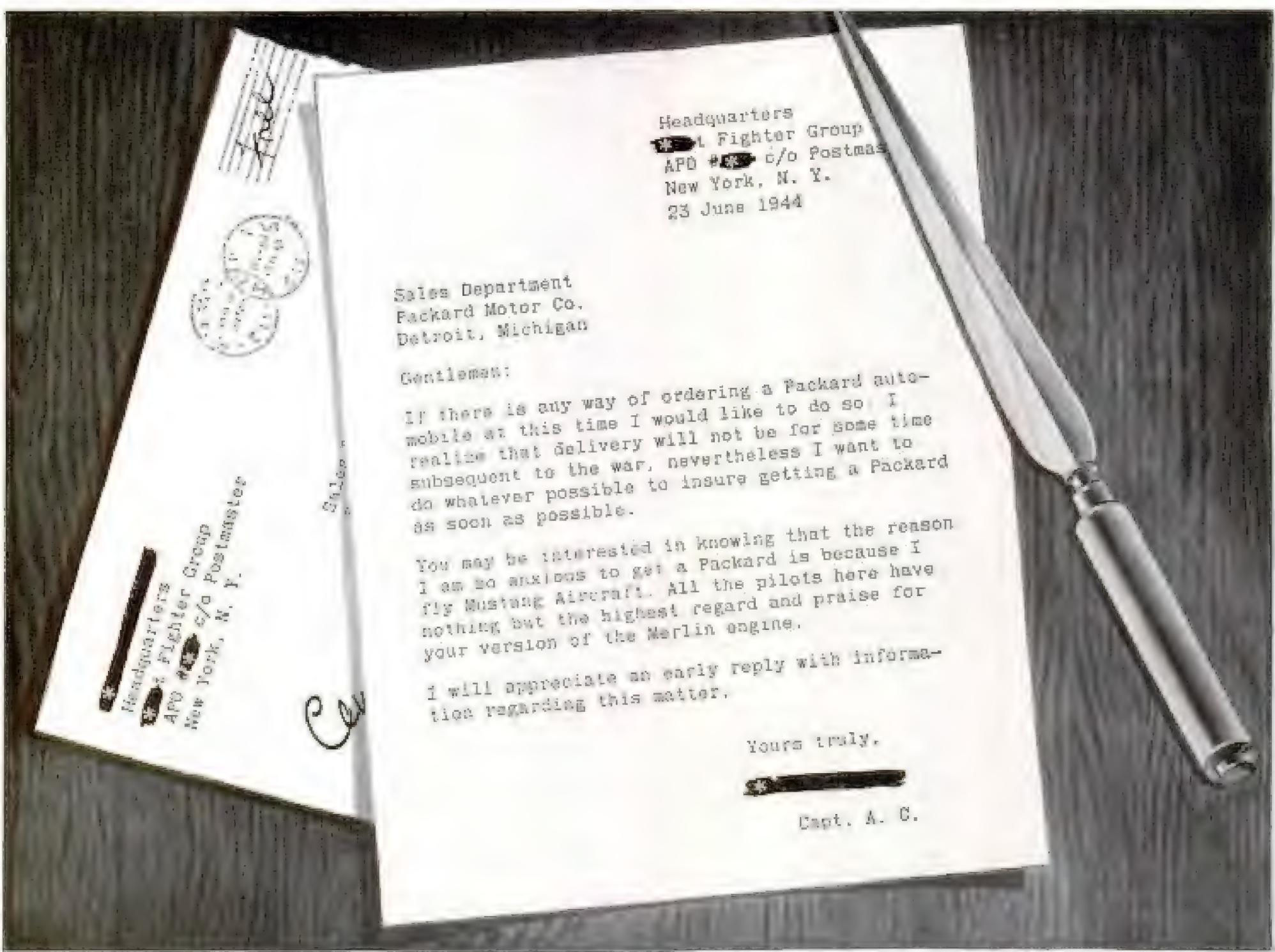


TRY THIS

MORAL: Everybody's breath offends sometimes. Let Life Savers sweeten and freshen your breath—after eating, drinking, and smoking.



Surely Life Savers are needed to fill orders for the Armed Services that you may not always find your favorite flavor available. We figure you won't mind.



REDACTED IN ACCORDANCE WITH ARMY REGULATIONS

A letter we prize . . . from a Mustang pilot overseas

We're grateful to the pilot who took time out to write this letter.

For it's always welcome news to hear—right from the boys who fly 'em—that Packard-built Rolls-Royce engines are doing a good job in this war.

Today, we're concentrating on keeping these aircraft engines—and Packard marine engines for PT boats—flowing to the fighting front to help shorten the war.

But, as soon as the progress of the war permits, we'll swing back into car production again—and we have already told our pilot friend that he will get his Packard "as soon as possible."

He can be certain—and so can you—that it will be a car worth waiting for . . . built to the same high standards as that Packard-built Rolls-Royce engine he's flying today.

* ASK THE MAN WHO OWNS ONE *



Mustang
Fighter



Warhawk
Fighter



Hurricane
Fighter



Mosquito
Bomber



Lancaster
Bomber

Packard



Navy
PT Boats



Army
Rescue Boats

PRECISION-BUILT POWER



RIB ROAST OF UTILITY BEEF (LEFT) HAS SMALL RIM OF FAT; CENTER IS ALL LEAN. IDENTICAL GRADE AND CUT (RIGHT) HAS THICK FAT; CENTER IS MARBLED WITH FAT

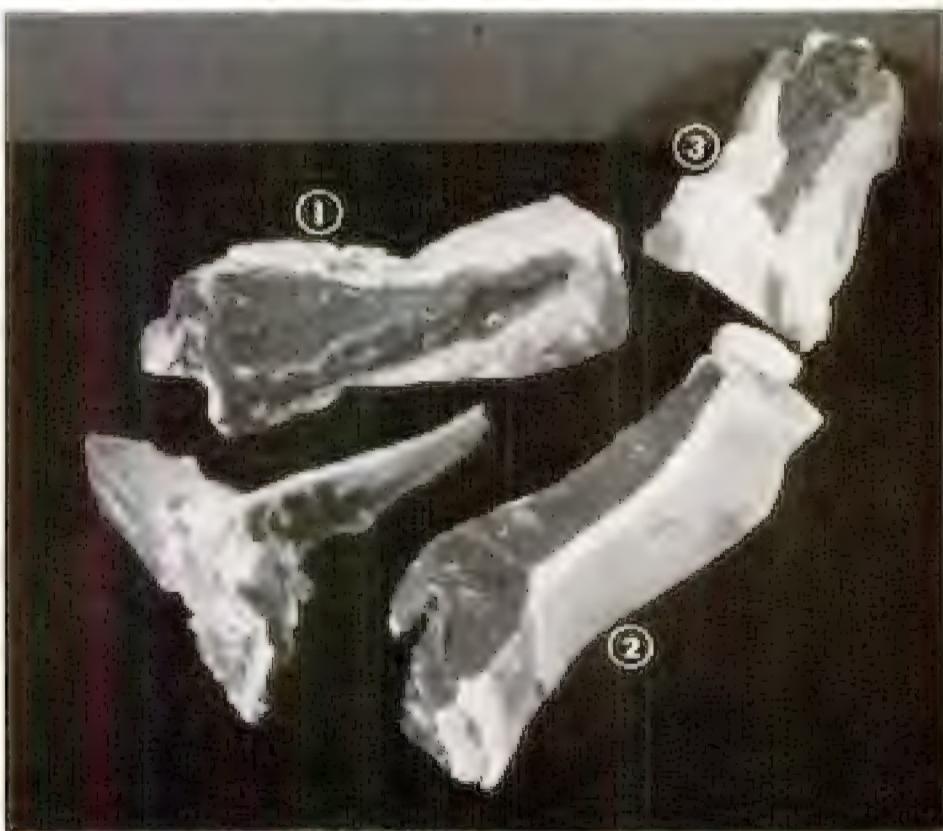
UTILITY BEEF

It is cheap, plentiful, point-free and tough

On the shelves of butchers throughout the country a good type of beef, untried by most city housewives but long used in economical households, will be plentiful and more important, point-free this fall. This is utility or Grade C beef, cut from cattle that have roamed the range feeding only on grass. Choice beef, a luxury product graded A.A. or A, comes from cattle that spend from two to seven months in feeder lots eating corn or silage. Grass feeding produces lean, less flavorful meat. Corn feeding produces fat which makes juicy, tender meat.

Lean beef is abundant this fall because ① the cattle population of the country is out of line with the corn available to feed it, and ② ceiling prices are rigged so that it is a hazardous venture to use corn for feeding cattle. In average years about 50% of the cattle destined for market is put "on feed" in the fall. This year, with a record cattle population, only half of normal will be put "on feed." Furthermore, more than half of these choice grades will go to the government for military and lend-lease purposes. A great deal of the remainder will be bought either at ceiling or black-market prices by clubs, hotels, restaurants. That leaves mostly the lean beef for the housewife's pot. City butchers, on the whole, find she will have none of it.

The city woman's antipathy to lean beef is due mostly to custom and ignorance. She distrusts it because it is cheap, about 40% less than the better cuts of top grades. But lean beef is as nutritious as choice cuts. It requires painstaking, slow cooking. For some hints on how to prepare utility beef, see following page.



Grade C T-bone steak must be properly prepared to make it good eating. Exploded view above shows how to use such steaks to best advantage. For a family of four buy four steaks at the same time, cut as above. Then the tenderloin (cut 1) can be used for a filet-mignon dinner, shell-strip (2) for swiss steak; flank (3) ground-jerk hamburger. Bones go into soup.

"I'm counting up to 5"



1 "I've saved every dribler of kitchen fat... and I'm not quitting."



2 "I've turned in waste paper and tin cans... and I'm still at it."



3 "I've had two Victory Gardens already... and I'll plant another in '45."



4 "I've bought War Bonds right along... And I'm keeping that up, too."

"So... seems to me I'm entitled to count on *this*, not too long after V-Day."



5 A *Toastmaster* toaster! Bright and beautiful... magically efficient. Popping up perfect toast every time, with no watching, turning, or burning. Easing the tension of eat-and-run breakfasts... with one and all taking time for delicious, nourishing *Toastmaster* toast. It's no wonder that millions of homemakers are looking forward to owning the toaster that everyone *thinks of first!*



We can't name the day. But the time is coming when our war-busy workers will again be peace-busy builders of *Toastmaster** products. And what they build then will be the finest... as always.

TOASTMASTER Toaster

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Utility Beef (continued)



Pounding **Beef** into meat with mallet, bottle or dish is old and good way of tenderizing beef and sealing in the juices. After pounding, brown slowly in covered skillet.

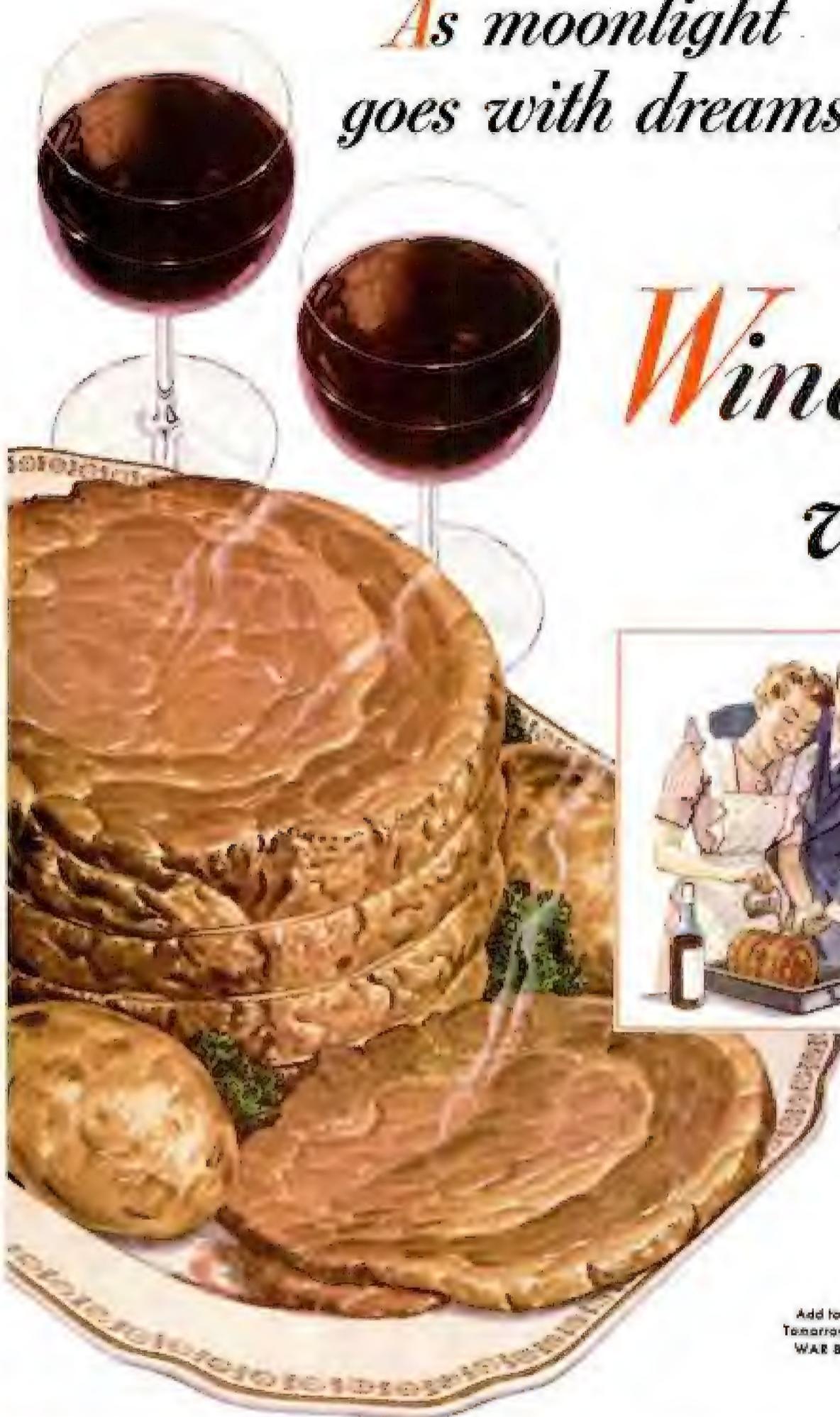


Marinating **beef** helps to soften the tissues. To marinate, soak overnight in acids—oil and vinegar, lemon or tomato juice, sour cream—with sliced onions and herbs.



Cutting is another trick for making lean beef edible. Pieces cut off the board are cut up for stew. Piece at left is "scored" with blade of sharp knife. Meat at right is ground.

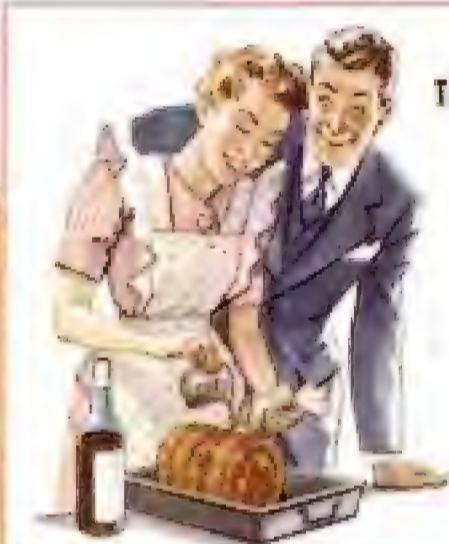
*As moonlight
goes with dreams*



Wine goes with Food

Try Rolled Rib Roast basted with Wine

When the roast is in the pan, sprinkle with salt and pepper. Do not cover pan — sear in very hot oven (500° F.) 15 minutes, then cut heat to 350° F. As roasting continues, baste frequently with fat from pan and 2 spoonfuls of California Burgundy or Claret wine, using 1 cup wine altogether. Roast 30 minutes per lb. for rare roast beef; 40 minutes per lb. for well done. (Include searing time in total allowed). Make a brown gravy in pan by using 1 part wine and 3 parts of water for the liquid.



Add to your share in
Tomorrow... add to your
WAR BONDS today!

THE AGE-OLD IDEA of combining food with wine works marvels for a meal. Taste, for example, what wine-basting does for a kingly roast such as pictured here. Try wine in the modest hamburger, too, and in a wartime dish like kidney stew.

First time you set tooth to such a dish you'll note the difference. For wine used in cooking brings out the natural meat flavor — the full meat goodness you think about when you are hungry. Then with the meal, set

out glasses of the same good wine and further pleasure awaits you. Because wine with dinner creates a taste harmony that nudges up the appetite. And brings friendly enjoyment to all gathered 'round the table.

Discover for yourself the adventures in good eating that come from joining wine with food. Some of the newest, most delightful recipes are in our latest wine cookery booklet. Write for your free copy today. Wine Advisory Board, 85 Second St., San Francisco 5.



Sherry Before Dinner Is in Good Company

with tiny, sizzling pork sausages mounted on a whole golden grapefruit
with crackers and a cheese spread mixed with finely chopped pickles and chives
with thin slices of chipped beef rolled around a cream cheese and horseradish filling

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seldom has a violin
sung so beautifully



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he gives the piano a living soul

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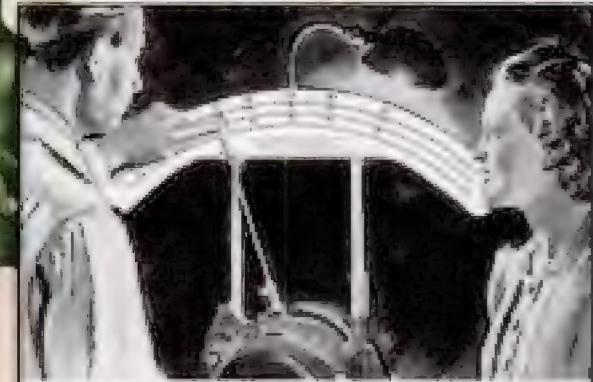


HOW TENDER IS A PEA?



Packed only by Minnesota Valley Canning Company,
Headquarters, St. Paul, Minn., and Five Ports of
Canada, Ltd., Trois-Rivières, Que. Also packers of the fol-
lowing brands: Nelson White Kernel Corn, Nelson Mac-
aroni, Del Monte Cream Style Corn and Niblets of Paragrap-

"Tender moment" taken
less than 30 seconds.



The tenderness of the delicate skins of Green Giant Brand
peas is measured, not with shears, but by the "shearing
action" of the tendrometer shown above.

To get the peas for Green Giant Brand peas at "the fleeting moment of perfect flavor" calls for more scientific judgment than you can possibly get from the eye or hand or tongue or nail.

Tenderness in peas is something that can be measured, however, by delicate instruments such as that pictured above. In thirty seconds, in our laboratory, we can get the answer to our question. As harvest time nears we repeat this tendrometer test until the peas reach our exact standard of perfection. Then we harvest and can them—fast.

That's part of the reason why the peas grown from our special breed (S-537, exclusive with us) always have that "out-of-this-world" tenderness and flavor. Are they on your shopping list this week?

Green Giant Brand Peas

Packed at the fleeting moment of perfect flavor

WILLIAM PENN

A GREAT COLONIAL FOUNDER HAS HIS 300TH ANNIVERSARY

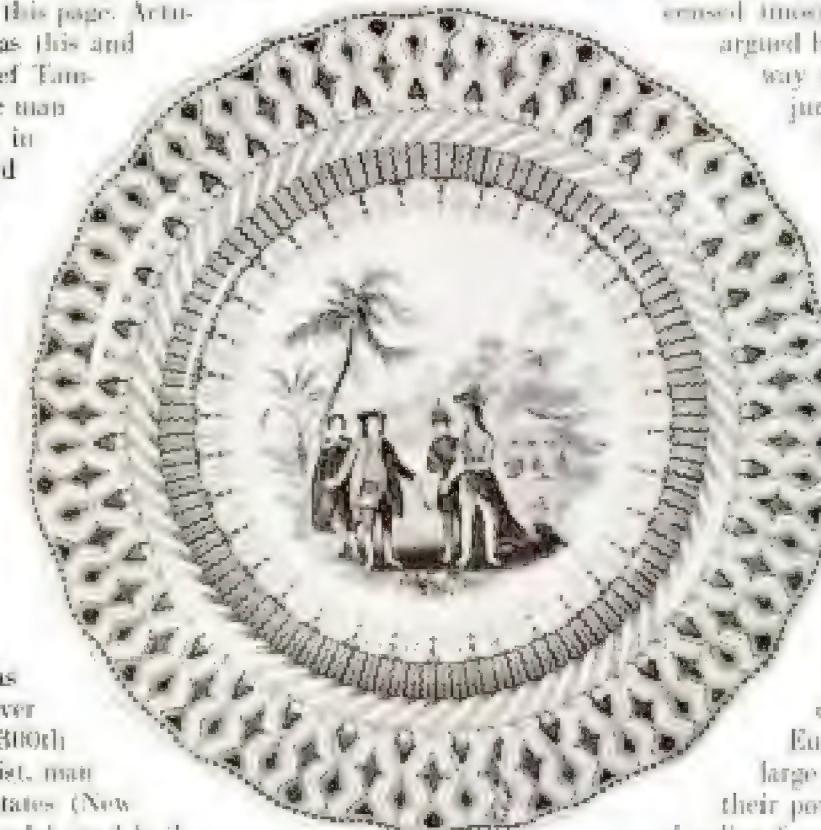
To most Americans, William Penn is a fat little Quaker in a shag-bellied coat who stood on the banks of the Delaware River a long time ago and made a treaty with the Indians. That is the way he is pictured in a famous painting by Benjamin West and in the design on the old Staffordshire dinner plate in the center of this page. Actually Penn never wore any such costume as this and when he made his great treaty with Chief Tammany in 1682 he was a handsome, athletic man who outjumped and outraced the Indians in their own strenuous games and ate roasted acorns with them sitting on the ground.

Penn was one of the greatest believers in equality, tolerance and decency among men who ever lived, and he spent his whole life practicing what he believed. He was probably the only man who ever founded an important government without killing or fighting somebody. The constitutions or "charters" which he wrote for Pennsylvania and West New Jersey gave their inhabitants more real freedom than any group of people had ever had. They did much to establish the American love of liberty that led eventually to the Revolution and the formation of a separate U. S. A. Thomas Jefferson called Penn "the greatest lawgiver the world has produced." This month the 300th anniversary of the birth of this great idealist, man of action and father of three American states (New Jersey, Delaware, Pennsylvania) is being celebrated both in England and America.

Some of the places associated with Penn's family and life in England are shown below and on the next three pages. Penn spent less than four years in Pennsylvania and more than 70 in England. His great fights for civil rights

and religious freedom were fought in England where he was thrown into jail four times for speaking or writing as a Quaker. His famous trial in 1679 on a charge of causing a riot by preaching in Gracechurch Street is a landmark in English history. Penn was acquitted, but the court was so impressed (mostly by the fact that Penn knew the law and argued his own case well) that it sent him to jail anyway and the 12 men of the jury with him. The jurors appealed. After two years they were upheld in a decision which re-established a right that has always since been cherished by English and American citizens alike—the right to free and unbossed juries.

Penn went to jail when his conscience demanded it, but at the same time he was a rich and important man acquainted with kings and celebrities all over Europe. He was a close friend of James II of England and argued Quakerism with Peter the Great of Russia. When he suffered from colic he made up his own medicine of mulled wine spiced with ginger and tempered with hot salad oil. In his old age, possibly from using such rich remedies, he suffered from gout. He was the first to suggest a union of the American colonies. He also wrote detailed plans for a European league of nations in which small and large countries would have a vote proportionate to their power and which implied a kind of international police force to defend innocent nations against aggressors. He believed, unlike most men of his time, that the people should run their own government, but he also believed it should definitely be a government. In one of his best political maxims he wrote, "Liberty without obedience is confusion, and obedience without liberty is slavery."



PENN WAS BORN Oct. 24 (New Style), 1644, near this spot on the east side of Tower Hill in London. His parents, who were very poor at this time, lived in two rooms, one above the other.



PENN'S FAMOUS FATHER, Admiral Sir William Penn, is memorialized by this plaque in beautiful Church of St. Mary Redcliffe, Bristol.



PENN WAS BAPTIZED in All Hallows Church, Barking-by-the-Tower (above), which was later barely saved from the great London fire of 1666 and was blitzed to a hollow shell in 1940.

WILLIAM PENN (continued)



PENN'S ANCESTORS, who were Welsh yeomen, lived in Minety, Wiltshire about 85 miles west of London. Some of them are buried in beautiful village churchyard above.

His grandfather Giles Penn went to Bristol and became a famed merchant and mariner,

importing African hawks and Barbary horses for Charles I. His father William entered the Navy at 20 and was vice admiral of Ireland at 25. Admiral Penn was a tough British sea dog who captured Jamaica from the Spaniards and beat the Dutch in 10 sea battles.



PENN PARISH in Buckinghamshire, along the valley of the middle Thames, was named for distant relatives of William Penn. View above shows the Crown Inn and surrounding countryside as Penn knew it. He lived here one winter while courting beautiful Gu-

elina Springett in the neighboring parish of Chalfont St. Giles. They were married in 1672, had seven children. After "Goli" died in 1691 Penn married Hannah Callowhill by whom he had seven children. Only one of Penn's children, John, was born in America.



THE TOWER stands at Christ Church College, Oxford, which William Penn entered at 16. Penn was depressed by what he called the "hellish darkness and debauchery" of Oxford. He cut chapel, attended independent religious meetings, and in 1662 was

"sent down" (expelled). He continued his education at Barnard in France. In later life he addressed the vice chancellor of Oxford in a derisive speech beginning, "Poor Muchismus, with thou war against the Lord, and lift up thyself in battle against the Almighty?"



PENN WAS IMPRISONED in this attic cell in the Tower of London when he was 24. Here he wrote *No Cross, No Crown*, a plea for the temperate, virtuous life.

PENN IS BURIED by the Jordans Meeting House (below). Long before he died in 1718 he wrote, "Death is but crossing the world, as friends do the seas. . . ."



WILLIAM PENN (continued)



DOORS OF THE MEETING HOUSE AT BRISTOL.

HE GLORIED IN HIS FAITH

In 1667 at the age of 23 William Penn was a wealthy young dandy with a French education and a sword at his side which he knew how to use. In that year he attended a Quaker Meeting in Cork, Ireland and was converted by the preaching of a Friend named Thomas Loe. His father put him out of his house for addressing him as "thee" and "thou," which the Quakers said was good enough for anybody if it was good enough for God.

For publishing one of his many books in defense of his Quaker faith Penn was imprisoned in the Tower of London (left) for seven months. "The Tower was the worst argument in the world to convince me," he said later, "for whoever was in the wrong, those who used force for religion could never be in the right." He was married before the Quaker Meeting in Bristol (above) and announced his plan to go to America from a bench in the Blue Idol Meeting House at Coolham (below).



BLUE IDOL MEETING HOUSE IN COOLHAM



"PENN IN ARMOR" shows the dashing, high-spirited courtier that William Penn was at the age of 21, after his student days at Christ Church, Oxford. It is believed to have been painted in Ireland in 1666. Penn's father, the famous admiral, had sent him to Ireland to look after some family lands. Young Penn had a gay time with the sons of Duke of Ormonde, who was the English viceroy, and helped put down a mutiny at Corksurgs. The following year, 1667, he became a Quaker, was seen no more in armor.

The leopard with the harmless Kid laid down
And not one savage beast was seen to frown.

The Wolf did With the lambkin dwell in peace,
His great concern to young and simple sheep did cease.



The Lion might the ravaging ungodly more,
At little childnes leading them in love.

When the great Penn his famous treaty made
With Indian chiefs beneath the elm tree's shade.

"THE PEACEABLE KINGDOM" (above) is a religious interpretation of Penn's famous treaty with the Indians in 1682. It was painted around 1840 by Edward Hicks, a self-taught Pennsylvania Quaker who also painted tavern signs and carriage panels.

"THE GRAVE OF W.M. PENN" at Jordans, England, where he died. Hicks, who made the landscape look like Bucks County, Pa., Penn died July 30, 1718, after a stroke had paralyzed him six years earlier while writing a letter to Pennsylvania.





THE MANOR HOUSE at Pennsbury (above) has been reconstructed from Penn's own plans. Rebuilding was started in 1936 by the Pennsylvania Historical Commission.

sion. Penn's original house collapsed just before the Revolution. He had hoped to end his days here, but in 1701 he went to England on state business and never came back.

PENNSBURY MANOR WAS PENN'S AMERICAN HOME

William Penn loved to travel up and down the Delaware River on his six-oared governor's barge between his capital at Philadelphia and his home at Pennsbury Manor, 25 miles north (see above). He chose this site for his handsome brick house during his first visit to America in 1683 and lived there for two summers on his second stay in 1700-01. He had a fine blooded riding horse named Tamerlane and a coach and calash to get around

in. But behind the house were unbroken forests, so most of his travel was on the river. His large staff of gardeners planted an avenue of poplar trees and gardens of English shrubs and his agent stocked the cellar with good Madeira, rum, brandy, cider and ale. Penn had a great audience hall on the first floor where he met with Indian chiefs for pleasure or business, passing out small glasses of Jamaica rum which they solemnly drank without saying a word.



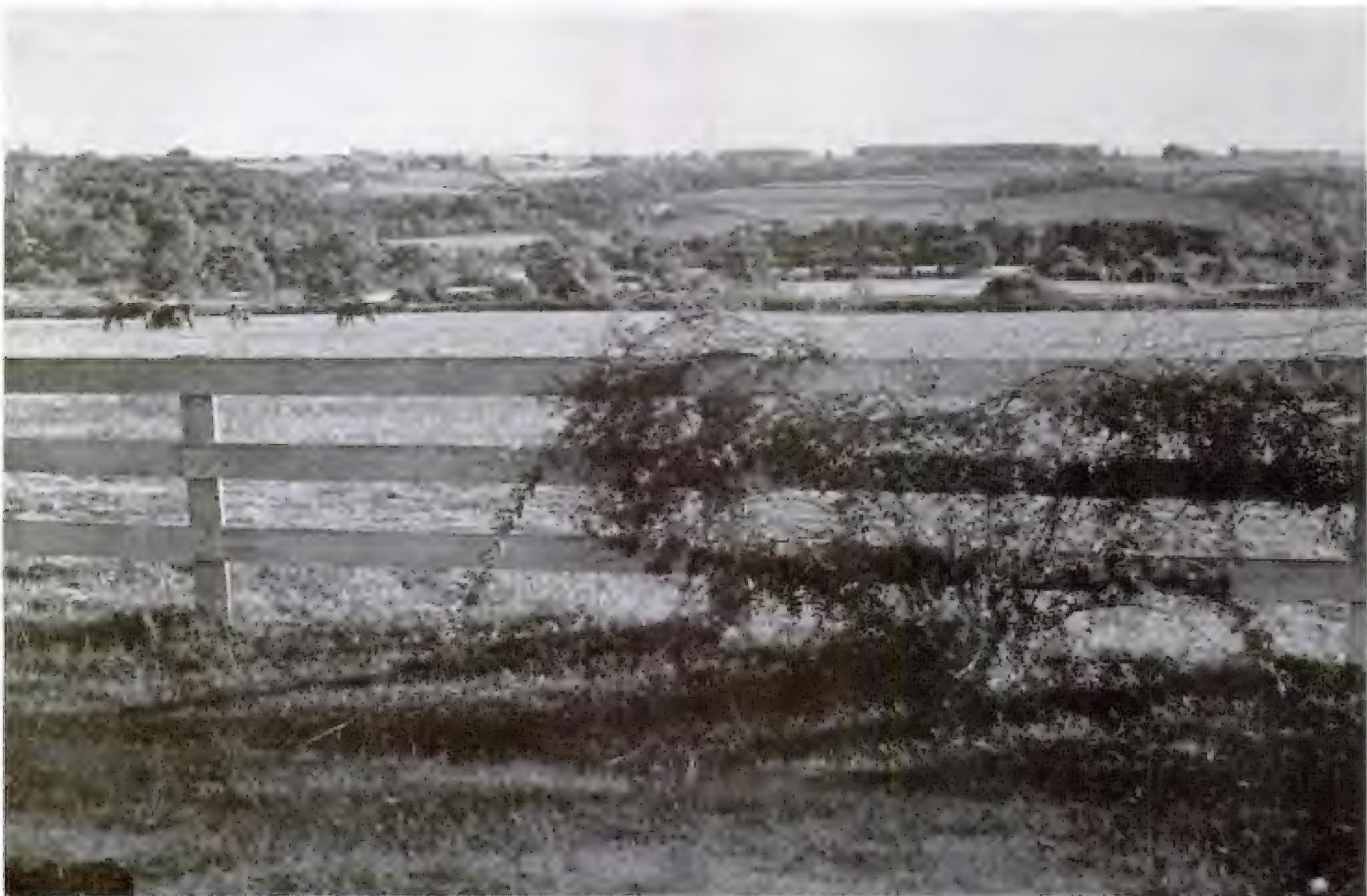
FRONT DOOR at Pennsbury is topped by original lintel bearing the date 1683.



VIEW from Pennsbury shows the river and woods along the New Jersey shore much as they looked in Penn's time. He often crossed over to visit Friends in Burlington.



WATER SUPPLY at Pennsbury was good but he preferred beer or Madeira.



PENNSYLVANIA COUNTRYSIDE LOOKS LIKE LAND PENN KNEW IN ENGLAND. PICTURE WAS TAKEN NEAR NESHAMINY CREEK IN BUCKS COUNTY



"WALKING PURCHASE" of Indian land started from this spot near Wrightstown, Pa., on Sept. 19, 1737. Edward Marshall, one of three "walkers," reached Broad Mountain, more than 60 miles away, a day and a half later. Indians said he ran and cheated them.

A GREAT STATE AND CITY ARE HIS BEST MONUMENTS

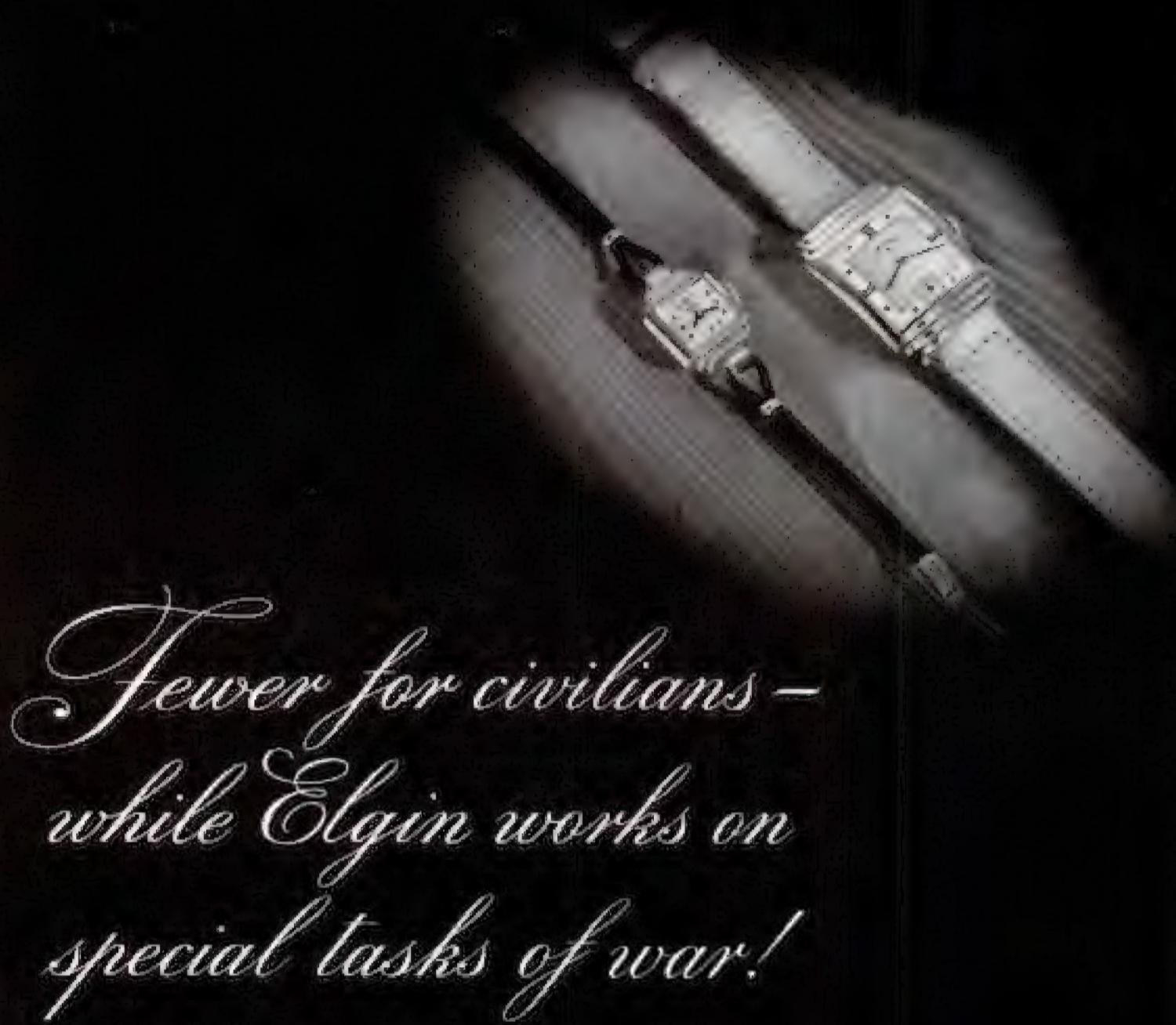
King Charles II granted Pennsylvania to William Penn to pay off a debt of £16,000 owed to Penn's father. The colony had been settled by Dutch and Swedes but did not amount to much until Penn took it over in 1681. Then it became the largest and most important of the American colonies. The reason for this success was Penn's insistence on absolute freedom of conscience for all persons under his rule—something that had never existed in any other colony or government before. This proved to be good business as well as good religion. Penn wanted to set aside 10,000 acres for his "City of Brotherly Love," but his surveyors said 1,200 would be enough. Today it covers 83,000 (see opposite page).

But Penn's "Holy Experiment" in government broke down eventually because other men were not as good as he was. In 1683 Penn arranged the famous "Walking Purchase" (see left) by which he bought all the land north along the Delaware River that a man could cover in a three-day walk. He himself walked off a day and a half of the purchase in leisurely fashion. In 1737, long after his death, Governor Thomas Penn, his son, hired three famous backwoodsmen to complete the purchase. The fastest of them ran—not walked—more than 60 miles in 36 hours, defrauding the Indians of valued hunting lands. This led to Indian wars along the Pennsylvania frontier which did not end until the Indians were virtually wiped out.

Penn's ideal of nonviolence among nations also proved highly impractical in a world where men had to fight to preserve their freedom and property, just as they do today. Under Benjamin Franklin a non-Quaker party grew up which led Pennsylvania into a major fighting role during the Revolution. But Penn's great contributions of religious freedom and democratic self-government were written into the Declaration of Independence and the U. S. Constitution, and the state and city which he founded are mighty and flourishing today.

WILLIAM PENN STANDS ON
PHILADELPHIA'S CITY HALL
AND GAZES OVER HIS CITY





*Fewer for civilians—
while Elgin works on
special tasks of war!*

★ Why are there *so few* Elgin Watches in jewelers' stores these days... and so many watches with names that are strange to you? The answer is simply this:

Elgin Watches are the product of an American company which, even before Pearl Harbor, was called into the service of the nation.

Elgin equipment and Elgin craftsmanship... the finest in the watchmaking world... have been wholeheartedly devoted to the production of timing devices and precision instruments needed by our fighting forces... on land, on sea and in the air.

Foreign-made watches are trying to take the place of the well-known American-made Elgins. But keep in your heart the desire for a truly fine watch. There

are still some Elgins available for civilians and it may be your good fortune to find one.

If not, we promise you this: Someday—not too far away we hope, there will be Elgins again for all—more beautiful, more accurate than you've ever known! Then... *you'll be glad you waited for an Elgin!*

Elgin National Watch Company, Elgin, Illinois.

New radio show—"Keep Up With the World With Elgin"—Sunday night, 10:30 EWT—the Blue Network

ELGIN

★ *America's own Distinctive Watch Word since 1865*



REFUSING TO LET HOLLYWOOD REMAKE HER APPEARANCE, LAUREN BACALL SAYS, "MOUTH STAYS BIG, HAIR STAYS STREAMED AND UGLY, TEETH STAY JAGGED—BUT THAT'S ME!"

LAUREN BACALL

A former model's catlike grace and insolent voice add excitement to Humphrey Bogart's new movie

Midway through the first reel of *To Have and Have Not*, a new movie (see next page), the sultry-looking girl shown above and on the cover samples with catlike grace into camera range and in an insolent, sultry voice says, "Anybody got a match?" That moment marks the impressive screen debut of 20-year-old Lauren (Betty) Bacall.

After a year at the American Academy of Dramatic Arts, New York-born Betty Bacall adopted a unique approach to the problem of landing a stage job. She would walk up to a producer on the street and say, "I'm Betty Bacall. I'd really be an asset to your production." This daring brought her a few minor roles, no fame. Then she began to do fashion model-

ing for *Harper's Bazaar*. In March 1943 Mrs. Howard Hawks, wife of the Warner Brothers producer-director, saw Lauren's picture on a *Bazaar* cover and had her husband write the girl for information. Instead of writing, Lauren went out to Hollywood. For eight months Hawks worked with her, developed her husky voice by having her go out into the hills five hours a day and shout lines at the top of her lungs. Last January he cast her opposite Humphrey Bogart in *To Have and Have Not*.

In Beverly Hills, Miss Bacall shares an apartment with her mother. Her favorite expression is "mad." She does "mad" scenes, smokes like "mad" and will go "mad" if the cigarette shortage doesn't soon let up.



THIS PASSIONATE KISSING SCENE BETWEEN LAUREN BACALL AND HUMPHREY BOGART IN "TO HAVE AND HAVE NOT" COMES AFTER SLOW BUILD-UP AND WITH TREMENDOUS EFFECT.

MOVIE OF THE WEEK:

To Have And Have Not

Readers familiar with Ernest Hemingway's 1937 novel, *To Have and Have Not*, will have to look hard to find much resemblance between the novel and Warner Brothers' movie of it. Scene has moved from Key West, Fla., to Martinique. In the film the novel's steamed, married Harry Morgan has two good arms, no wife. Instead of smuggling Chinese into the U.S., he smuggles Free French into Vichy Martinique.

Despite such revisions, however, a good deal of Hemingway's lustiness remains. The fishing sequence

is superb. Bogart captures the toughness and crisp economy of speech of Hemingway's hero. Among the movie's other assets is Walter Brennan, whose portrayal of a rummy is one of 1944's two best supporting performances (the other: Harry Fitzgerald's in *Going My Way*). Also figuring prominently is Songwriter Hoagy Carmichael. But the biggest surprise is Lauren Bacall. Her best line comes when she sees Bogart carrying a pretty girl who has fainted. Her comment: "What are you trying to do, guess her weight?"



① In Martinique Harry Morgan, an American, takes fishing parties out on his boat. Here he is with Johnson, another American, who promises to settle his bill with Morgan the next day.



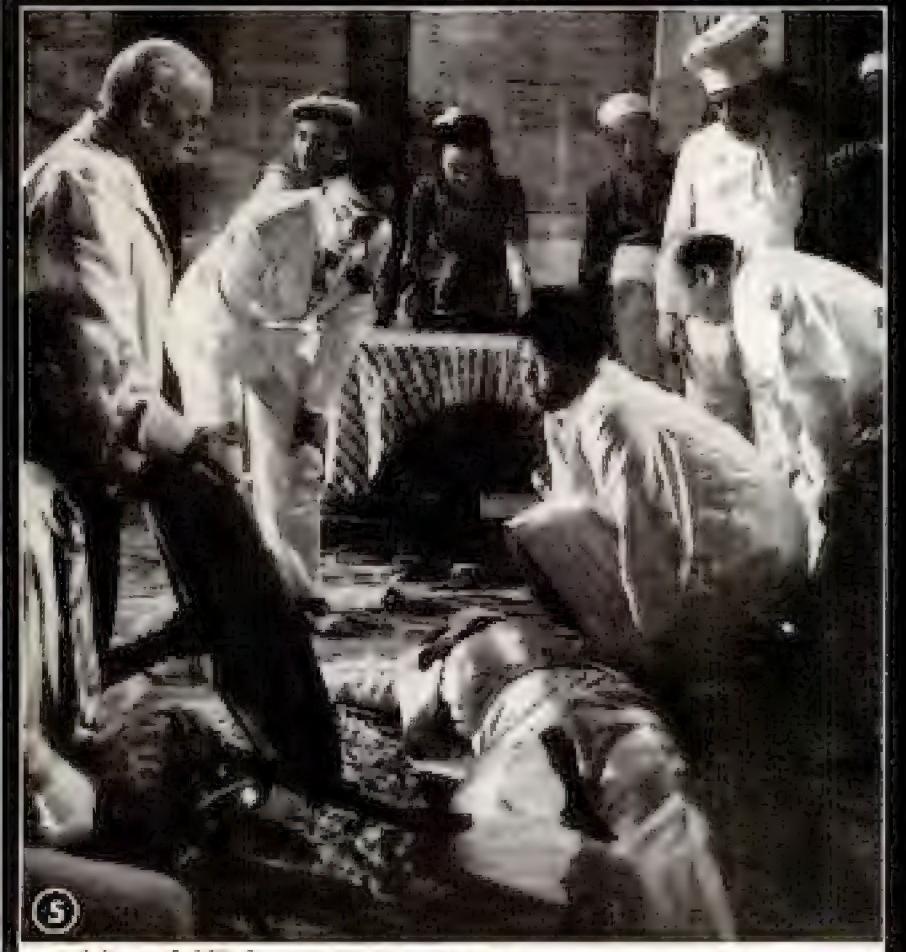
② In his room Harry Morgan tells hotel-owner Gerard that he will not use boat to smuggle Free French into Martinique. Marie, an American girl stranded in Martinique, appears.



3 In the bar Cricket, the pianist (Hoagy Carmichael), is joined in *Ave J. Blaef* by Marie. She has date with Johnson. When he drops his wallet, she picks it up.



4 Following her upstairs, Morgan demands wallet from Marie. He finds Johnson was planning exit without paying him. They go downstairs and confront him.



5 Johnson is killed by bullet aimed at Free French sympathizers. The Vichy police arrive. When they impound Johnson's money Harry Morgan is left broke.

CONTINUED ON NEXT PAGE

For Distinguished Service

TO YOUR COUNTRY—BUY U. S. WAR BONDS

HONOURS OF

The Gordon Highlanders

Glory

Regimental—Jeweled—Medalist
First World War—Gallantry of Lieutenant
Harris, 1914, 15—Commemorated—Victory Parade 1919, 1920

HONOURS OF

"Dewar's White Label"

World Leader, Scotland, 1939,
over of more than 60 medals
including Harry's White Label
for Excellence in Scotch Whisky.



White Label

Medal Scotch for more than 50 years

Victoria Vat

No Plus Ultra—Liquor Scotch

COMMAND DEWAR'S...AND BE
AT EASE

Dewar's "White Label" and "Victoria Vat"

THE MEDAL SCOTCH OF THE WORLD

Bottled 86.8 Proof, BLENDED SCOTCH WHISKY. © 1943, Schenley Import Corp., N. Y.



MEDICAL AUTHORITIES RECOGNIZE PHILIP MORRIS

**proved far less irritating to
the smoker's nose and throat!**



WHEN SMOKERS CHANGED TO PHILIP MORRIS, SUBSTANTIALLY EVERY CASE OF IRRITATION OF NOSE OR THROAT— DUE TO SMOKING— CLEARED COMPLETELY OR DEFINITELY IMPROVED!

—facts reported in medical journals, on clinical tests made by distinguished doctors. Proof that this better-tasting cigarette is better for you...less irritant to nose and throat!

CALL FOR PHILIP MORRIS

America's Finest Cigarette



Smuggling job of getting the Free French into Martinique is taken by Morgan. When his boat is fired on by the patrol boat his passenger is wounded.



Recovering, the wounded man thanks Morgan. Meanwhile the police have questioned Morgan's runaway friend Eddie, who made smuggling trip with him. They suspect Morgan's boat was one their patrol boat had fired on.



Entering Morgan's room, the sadistic Vichy police authorities announce that they are holding Eddie in jail and will torture him by refusing him liquor. This calls hard-hitting Harry Morgan into typical Bogart action.



Thinking Americans Today...

Are Not Too Free With Free Speech

Since our republic was founded, no privilege has been guarded more jealously than the right to talk things over—a right for which men had fought in vain for centuries. The more viewpoints discussed, the clearer our national vision and the stronger our national unity.

Today, public opinion in America asks us all to protect our privilege. It warns

us against spreading rumors thoughtlessly or circulating information helpful to the enemy. It urges us to challenge the person with "inside information on the war" by asking him, "Where did you get your facts?" It reminds us that the enemy lays important plans by piecing together little scraps of offhand information. *There is no such thing as unimportant gossip.*

In addition to supplying the armed forces with glider and bomber fuselage frames, wing parts, gun turret parts and foodstuffs, Anheuser-Busch produces materials which go into the manufacture of: Rubber • Aluminum • Munitions • Medicines • B Complex Vitamins • Hospital Diets • Baby Foods • Bread and other Bakery products Vitamin-fortified cattle feeds • Batteries • Paper • Soap and Textiles—to name a few.



When a product maintains the character that people respect, they are quick to demand it. Generations ago, the makers of Budweiser set a standard—distinctive in taste, pure, good and distinguished for its uniform quality. That's why people everywhere have agreed that Budweiser is "something more than beer". No wonder it is the most popular beer in history.

Budweiser

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Strato-Flak *by Fisher*

NO one had ever seen a gun like this three years ago.

But when bombers took to the stratosphere, Army Ordnance engineers realized the need for a 120-millimeter gun, deadly to both air and ground targets at long ranges, and capable of a high rate of fire. So they worked it out with Fisher Body.

Practically every tool, jig and machine used in production was especially designed for it. But our special pride was the automatic loader and rammer—a

Fisher contribution which can set the timer before the shell is shoved home. A lot of midnight oil was burned before these black mushrooms began to burst at 60,000 feet.

Once more, we were grateful for the Fisher skills and techniques that saw us through. The same Fisher Body craftsmanship that has turned out tanks, guns, bomber assemblies and other armament concentrated on this new puzzler—and came up with the right answers.

The Army-Navy "E" flies above four Fisher Body plants for excellence in aircraft production and from two others for tank production, while the Navy "E," with four stars, is flown by yet another Fisher Body plant for its naval ordnance work.

Our fighting men rate the best fighting tools in the world. We intend, now as always, to help give them whatever they need, and the best we know how to build.

Every Sunday Afternoon
GENERAL MOTORS SYMPHONY OF THE AIR
NBC Network


Fisher
ARMAMENT
BODY BY

D I V I S I O N O F G E N E R A L M O T O R S



AFTER YEARS OF TOURING EUROPE GRIEG (CLARRY BROOKS) RETURNS WITH HIS WIFE (HELENA BLIGG) TO NORWAY, WHERE HE COMPOSES CONCERTO HONORING HIS HOMELAND

"SONG OF NORWAY"

Edvard Grieg's music lends charm to an operetta based on his life

Edvard Hagerup Grieg (1843-1907) was Norway's greatest composer. Known as the "Chopin of the North," he had a genius for shaping the look and the spirit of his homeland into unforgettable music. This fall his life and music combined to provide Broadway with one of its biggest hits, *Song of Norway*.

Song of Norway is an operetta which tells—with some romantic deviation from actual fact—of Edvard Grieg's youthful zeal to write his country's music and his final realization of his aim. A thin story, it

is dressed up with handsome scenery, beautiful costumes and first-rate singing, notably by Irene Potina, Metropolitan Opera star. But what gives *Song of Norway* its unusual excitement is its score, which has been put together from Grieg's lovely music—his *Water Lily*, *To Spring*, *Nocturne*, *Marsh of the Dusarfs*, *Norwegian Dance*, *Peer Gynt Suite* and the imperishable *Piano Concerto in A Minor*. Now grossing \$10,-\$12 a week, *Song of Norway* has bids from producers to put on the show in England, Sweden, Australia.

CONSTIPATION MADE ME THE MEANEST GUY IN TOWN!

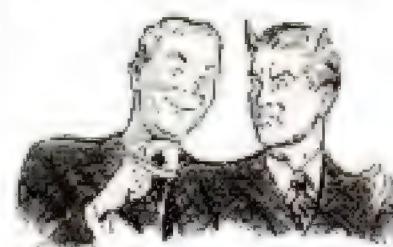
1



JIM: "I'll admit it. But what can you expect when you are always feeling under par...tired, sluggish, worn out? Even worse, when you have to rely on harsh laxatives day after day?"

THEN →

2



DICK: "I gave me the answer. It's lemon and water," he explained, "first thing daily. Not really a laxative at all. Just a mild, natural regulator that promotes normal action for most people. Gives them just the gentle help they need."

3



DICK: "That's not all. It's a real *body builder*. Lemons are an excellent source of vitamin C. Supply B₁ and vitamin P or citrin. A lemon a day helps you resist colds and infection, aids digestion, promotes normal alkalinity, too."

4



JIM: "So next day I started this health habit. Juice of one lemon in a full glass of water first thing in the morning. No more gloomy, grouchy mornings for me! Lemon and water is all I need to keep regular and feeling up to par!"

HERE'S WHAT TO DO. TRY IT 10 DAYS. SEE IF YOU DON'T BENEFIT!

Juice of
1 lemon



In glass
of water



first thing
on arising



Provides all the regulation most people need. And it's *healthful*! Over 8 million now take lemons for health, according to national surveys... P.S. Some prefer juice of 1 lemon in half glass water with 1 to 2 teaspoons baking soda (bicarbonate) added. Drink as foaming quencher.



Keep regular the Healthful way!

LEMON and WATER

...first thing on arising

LET'S FINISH THE JOB—BUY WAR BONDS

"Song of Norway" (continued)



Near Bergen, where peasants do dances like this one danced by Janet Hartier, James Starbuck, Kent Edwards, Grieg promises to set friend Nordrak's poems to music.



A visiting singer (Tora Petson, left center) is smitten by Grieg. But his sweetheart Nina (in striped skirt) draws Grieg's name in St. John's Festival, becomes engaged to him.



Grieg leaves Norway with the singer, who has hired him as accompanist. As Grieg (center) says goodby, Nordrak, his sweet friend, hopes he will not forget his promise.

CONTINUED ON PAGE 16



The Debt...

Reported "Missing in action," he was found. He came back — carried in the arms of a primitive brown man, like a gift to the world — and he lived and went out again. They are doing this. Now — even as we read these lines — going out again and again. Their heroism is our constant reminder that "never before in history have so many owed so much to so few."

What is the debt we owe to our flyers and fighting men . . . and how can it be paid?

Our debt to them is security — permanent peace — jobs, and a better life than they left behind . . . and we who help to build the planes they fly have something to say about how that debt can be paid.

Today, the plants, skills and wartime developments of American aviation offer us our most valuable single legacy of this war.

. . . Nearly 200,000 planes since Pearl Harbor . . . 2,000,000 skilled workers and 3,000,000 superbly trained men of the air . . . 110,000 miles of new air routes opened during this war . . . American-built air

bases throughout the world . . . some 12,000 transport planes, compared to a total pre-war air fleet of less than 400 planes.

This is American airpower — over 30 billion dollars' worth since Pearl Harbor! Here is the power to maintain peace and promote human betterment throughout the world. Here is the power to insure our national security and make a richer life for all in a new era of trade and transportation.

But many serious problems must be faced immediately, if we are to make the widest and wisest possible use of our airpower assets after the war:

Problems of reconversion and finance . . . the dis-

tribution of surplus aircraft . . . international agreements and our program of national security . . . establishment of a definite American Airpower Policy . . . encouragement for our overworked airlines, and modernization of domestic airways.

An airminded American people — insisting upon sound legislative planning now — can make of our airpower assets the greatest hope for permanent peace the world has ever known. The payment of our debt to the men who come back depends upon all of us here at home.

Look to the Sky, America!

CURTISS WRIGHT

Manufacturing Divisions

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* Buy War Bonds Today *

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Thousands of C-46 Commandos — world's largest twin-engine transport planes — are today flying on the roughest air routes in the world. Three-fourths of the supplies ferried into China, for instance, are transported by Commandos "over the hump" on the aerial Burma Road.



Newest and deadliest dive bomber in use by the U. S. Navy, Curtiss SB2C Helldiver spearheaded the Marianas attack of famed Task Force 58, in America's greatest victory since Midway. The Helldiver is powered with Wright Cyclone engine fastened to a Curtiss 4-bladed propeller.



Only U. S. fighter plane in quantity production at the start of war, the veteran Curtiss P-40 Warhawk is still slugging away at the enemy. The extreme versatility of this plane, in its many improved versions, has made it the only plane of its type to fight the war from start to finish.

"Song of Norway" (continued)



L. Traub
Genuine
Orange Blossom
Engagement and Wedding rings by Traub.
Hand wrought circles of finest metals and
precious gems. Created by Traub master
craftsmen to be worthy of the sentiment
they symbolize.



In Denmark Grieg gives concert. Here his father (Walter Kingsford) and singer's husband (Sig Arno) joke after concert. Grieg meets Ibsen, agrees to do *Peer Gynt* music.



In Rome Nordrunk's father (Philip White) brings news of his son's death and a farewell letter to Grieg. As Nina reads letter, Grieg realizes he has failed to keep promise.



Back in Norway after marrying Nina Grieg composes *A Minor Concerto* as setting for Nordrunk's poetry while ballet (above) interprets legend of Norway told in poem.

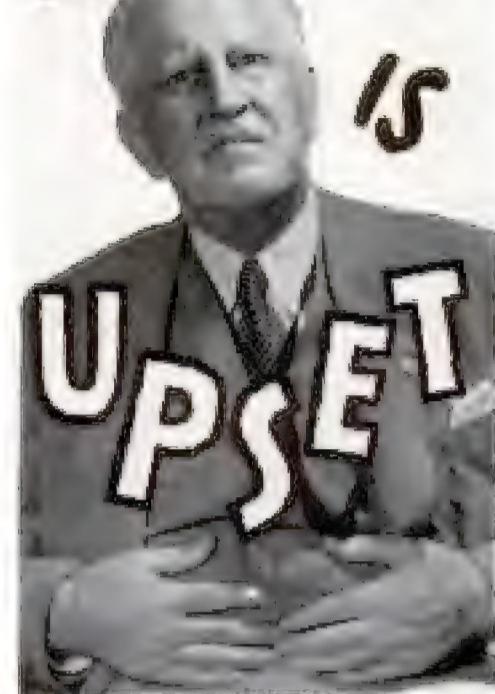


October sees all lovely cuties
Pursuing patriotic duties—
And who's the girl with rip-free zip?
Why, she's the girl in the Seamprene slip!

\$2 to \$3 at good stores everywhere

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WHEN YOUR STOMACH



Look out for "worry-go-round stomach" . . . distress after meals, nervous indigestion, gas pains—perhaps simple diarrhea! When you feel these symptoms, go easy . . . take soothing PEPTO-BISMOL!

This pleasant-tasting preparation is neither antacid nor laxative. It spreads a soothing, protective coating on irritated stomach and intestinal walls . . . thus helping to calm and quiet common digestive upsets. Get a bottle today! If you do not get prompt relief, consult your physician.

Pepto-Bismol

By the Makers of *Unguentine **Norwich**
Reg. U. S. Pat. Off.

Keep Perspiring Feet Dry and Sweet

Don't suffer longer with wet, perspiring feet. Don't walk around all day with damp socks or stockings that torture tender feet. Just dust your feet and shoes with Allen's Foot-Ease—that wonderful, soothing, cooling powder that acts instantly to absorb excessive perspiration and stop offensive foot odors. Go to the nearest drug store and get Allen's Foot-Ease. Get rid of that wet, clammy feeling—enjoy the blessed comfort of dry socks and stockings—get foot-happy today the Foot-Ease way.

in every battle...
doing vital jobs...
unfailingly...



that's why there are just a few left for essential jobs at home

BRIGHT STAR BATTERY CO., CLOUTON, NEW JERSEY



WE LOOK THROUGH STEEL . . .

and measure its thickness!

A SINGLE FAILURE in the maze of steel pipes and tanks of an oil refinery can unleash terrific forces of destruction capable of maiming and killing men and crippling vital war production.

Continual checking of the thickness of the steel to detect wear and corrosion is the price of safety. This has meant costly shutdowns, the drilling of thousands of tiny measuring holes, which must then be sealed and welded.

Now, harnessing the mysterious penetrating power of radium rays, Texaco research has developed the "Penetron." By merely placing this amazing instrument on the outside of a tank or pipe, it sees through the steel and quickly and accurately measures its thickness.

Two major objectives lie behind all Texaco research — more petroleum for the future — and, always, better petroleum products.

THE TEXAS COMPANY

*Coming . . . finer FIRE-CHIEF and Sky Chief
gasolines because of Texaco's research in this war*





Lucky You!

...TO BE ABLE to enjoy so many of the good things of life...mouth-watering Southern fried chicken, crisp and brown and delicious...a highball or cocktail made from superb Seagram's 5 Crown!

Good food and drink have much in

common...for each depends on the *quality* of the ingredients, and the *skill* of those who combine them.

Seagram's 5 Crown—today, as always—is made from the very finest ingredients...blended by men who inherit all the

skill and craftsmanship of Seagram's 87 years...every drop 100% pre-war quality...*no compromises!*

**SEAGRAM TAKES THE
TOUGHNESS OUT...BLEND'S
EXTRA PLEASURE IN**

Seagram's 5 Crown

Say Seagram's and
be Sure of Pre-War Quality

Seagram's 5 Crown Blended Whiskey, 86.8 Proof.
72½% Grain Neutral Spirits.
Seagram Distillers Corp., Chrysler Bldg., N.Y.C.



HOW WILL NEGROES VOTE?

THEY MAY HOLD THE BALANCE OF POWER

The nation's 2,250,000 Negro voters sniffed the oratorical winds of autumn and knew an election was near. Although their welfare, like that of other minority groups, is usually ignored by politicians, they are accustomed to flattery just before they go to the polls. Last week Republicans and Democrats were working hard to get their vote.

For 65 years after the Civil War there was no question about which way the negroes would vote. They always went Republican (when they were allowed to vote) out of gratitude to the party of Abraham Lincoln. During World War I, however, and immediately after it, millions of them moved from the South to the big cities of the North. There they settled down in giant slums, like New York's Harlem and Chicago's South Side. Gradually they began to think politically, not in terms of race, but in terms of economics. Through the '20s these northern Negroes continued to vote Republican. But the depression hit them harder than any other part of the population. In 1932, for sanctuary, they turned to Roosevelt and the New Deal. They benefited from his social legislative program and WPA jobs.

This year the Negroes may represent a balance of power in the key states of New York (47 electoral votes), Pennsylvania (33), Illinois (29) and Missouri (18). In a close election their votes may be the deciding factor. Since 1940, increased prosperity and a growing resentment toward the Democratic Party have been swinging the Negroes back to Republicanism. They object to the racial discrimination in the armed forces and in war jobs and to anti-Negro tactics of Southern Democrats. In recent congressional and state elections, a majority of Negroes voted for Republicans. In New York in 1942 they went for Dewey as Governor.

Though aware of this situation, both parties at their national 1944 conventions deferred to reactionaries and failed to shape platforms satisfactory to the Negroes. Writing in *Collier's*, Wendell Willkie said that both programs are "tragically inadequate." But, he went on to add, "... the Republican platform is distinctly better than the Democratic." The National Association for the Advancement of Colored People said of the Democratic plank: "To call . . . [it] . . . a plank is a misnomer. It is . . . a splinter. . . . The Democratic mountain labored and brought forth a mouse of evasion. . . ."

Under the circumstances it might be expected that Negroes would continue their trend and vote Republican. But recent polls in big cities show just the opposite. In New York and Chicago 70.9% of them will vote for Roosevelt, according to a *Fortune* poll. In Philadelphia the *Bulletin's* poll showed 78% of them to be in favor of Roosevelt. The conclusion seems to be that no matter how much the Negroes may now distrust the Democratic Party, most of them will still vote for Roosevelt this year. But if only a small fraction of the Negroes shift away from the Democrats, this may be enough to give Republicans victory. The G. O. P. is hoping that the drift away from Democrats shown in Congressional and state elections will provide this all-important fraction.



NEGROES FOR ROOSEVELT (above) are addressed by Congressman Upton Sinclair, assistant chairman of Democratic National Committee, at his Democratic Club in Chicago.

NEGROES FOR DEWEY (below) have their names checked by workers at Square Deal Republican Club in Harlem. Later these workers will ring doorbells, get out the Dewey vote.



HOW WILL NEGROES VOTE? (continued)

REGULAR
DEMOCRATIC
ORGANIZATION
14TH A.D. WEST SIDE
EXECUTIVE MEMBERS
MES M PEMBERTON
WILHELM

NEW DEMOCRATIC
DEMOCRATIC

SMOKING CIGAR, "BIG JIM" PEMBERTON TALKS WITH
WARD HELPERS INSIDE HIS HARLEM HEADQUARTERS



G.O.P. NEGRO LEADER POWELL MEETS WITH CHAIRMAN BROWNELL

THEIR POLITICIANS ARE OF ALL BELIEFS

Economically Negroes are among the lowest classes. Accordingly they vote with the lower classes. Like other racial minority groups they easily can be made part of a political machine. In Chicago they have long supported Boss Kelly. In Memphis, Boss Crump counts heavily on their votes.

But in the last few years many Negroes have matured politically. Today there are Negro communists, liberals, conservatives and Bourbons. More and more of them have been winning elective offices. This year both Republicans and Democrats have appointed Negroes to responsible positions, working for their national committees. The Republican who is leading the Negro vote drive for Dewey is Dr. C. B. Powell, publisher of Harlem's *Amsterdam News*, shown above with Republican National Chairman Herbert Brownell Jr. The Democrat getting out the Negro vote for Roosevelt is Congressman William Dawson, shown below with Democratic National Chairman Robert Hannegan.

Meanwhile other Negro political lights have been brightening up the campaign. Like white politicians they are of all shades of opinion. In the summer they converged on the conventions, some appearing at the Republican convention with whites as delegates from Southern states (*lower right*). Since then, again like their white allies, they have been occupied exclusively in getting elected themselves, like the Reverend Adam C. Powell (right), or in helping somebody else get elected, like Big Jim Pemberton (*opposite*).



DEMOCRATIC NEGRO LEADER, Congressman William Dawson (right), meets with Hannegan and the Reverend Marshall L. Shepard of Philadelphia.



ONLY NEGRO REPRESENTATIVE in Congress is William Dawson who expects to get re-elected from First Illinois Congressional District (Chicago's South Side). He is second Negro Democratic Congressman in history. The first, also from Chicago, was Arthur Mitchell, elected in 1934. Dawson predicts Roosevelt also will win.



ANOTHER NEGRO CONGRESSMAN will show up in Washington next winter. The Reverend Adam C. Powell, from Harlem, is sure to be elected. Above he is shown campaigning. Below, Perry W. Howard, Negro Republican National Committeeman from Mississippi, addresses black and white delegation to Chicago convention.





REPUBLICAN NEGRO WORKERS in Philadelphia eat dinner and plan a drive for Dewey votes at home of Frank O. Jackson (at head of table), one of the leaders of the city's 28th Ward.



JACKSON LEANS OVER FRONT PORCH to urge Mrs. Nellie Ingham, a Dewey worker, to speed up Dewey drive. Jackson likes to sit on his front porch, urge all passers-by to vote for Dewey.

VOTERS ARE VERY ACTIVE

In the North last week Negroes were busy politicking (above) and answering polls similar to one taken by the *Bulletin* in Philadelphia (below). The paper discovered 78% of Negroes in the city were still for President Roosevelt.

In the South the Negroes were more concerned with their long campaign to get voting rights than with the

results of this year's election. They had good reason for optimism. There were no more outbreaks of the Ku Klux Klan. The Supreme Court had declared it unconstitutional for a political party in Texas to prevent Negroes from voting in primaries. In some southern states, where most Negroes vote Democratic, they were to be allowed to vote freely and easily in November.



MATTHEW BRYANT, electrical-service man: "I am for F. D. R. He's the better man."



MOSES SMITH, photographer: "Roosevelt's done more for us than any other President."



DR. E. D. STUBBS: "I shall vote for Dewey. No man should be President for 16 years."



EUGENE WASHINGTON RHODES, publisher of the Philadelphia Tribune: "I'm for Dewey."



RICHARD BROWN, bartender: "I am for Dewey. I want things changed around."



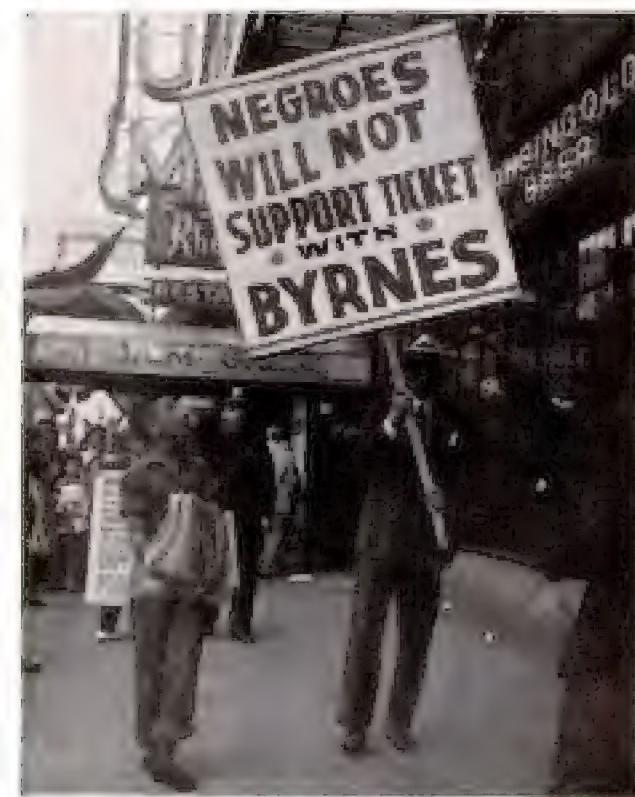
JAMES ROYSTER, newspaper owner: "Roosevelt's the man. We shouldn't change now."



ELIZABETH ARMSTRONG, student: "Dewey is a good fellow and I'm voting for him."



IRENE BOULDEN, a salesgirl: "I'm for Roosevelt. He is keeping things running smoothly."



AT DEMOCRATIC CONVENTION in July Negroes carried signs objecting to James F. Byrnes as vice-presidential candidate.



THE KU KLUX KLAN hung this effigy in Miami five years ago in an attempt to frighten the Negroes away from the polls.



IN SPITE OF KLAN (see left) Miami Negroes went to the polls. Though intimidation of Negroes continues, it is less open.



ON PRIMARY DAY in Houston, July 22, Carter Nesley, Negro editor, talks to H. O. Cosby, an election official. In spite of opposition of many whites, Negroes voted in the Texas primaries.



A NEGRO MARKS HIS BALLOT in Houston primary. He is E. M. Martin, a C. I. O. official. Voting place was in the kitchen of white family's house. Thousands of negroes voted that day.



A. PHILIP RANDOLPH, Sleeping Car Porters union head, is for Socialist Norman Thomas, radical John Davis for Roosevelt.



CHARLES W. ANDERSON, Republican of Louisville, is only Negro member of state legislature in South, was elected in 1934.



JUDGE FRANCIS E. RIVERS, Republican of New York, makes \$17,500. His father was last Negro in Tennessee Legislature.

THEY WANT RECOGNITION

In these two pages are shown some of the nation's top Negro leaders. Under Roosevelt the number of Negro government workers in Washington, D. C. has risen steeply to 18%. But Roosevelt has continued to give Negroes only small jobs—clerical positions or, at best, advisory and administrative posts in government bureaus. He has never yielded to pressure that he appoint

a Negro to a Cabinet or under-Cabinet post, such as Assistant Secretary of Labor or War. Negroes have felt that he should do so because of the problem of racial discrimination in the services. Wrote Wendell Willkie, ". . . of all the indignities and injustices Negro men and women suffer today, the most bitter . . . is the discrimination practiced by the Armed Forces. . . ."



"BLACK CABINET" of top Negro office holders meets in Washington home of Truman K. Gibson (extreme left), noting cives-

lian aide to Secretary of War. Other men are PEPC directors, adviser to Commissioner of Public Housing, information spe-

cialist in Dept. of Agriculture, executive assistant to Selective Service Administrator, etc. None is really very important.



NEGRO PRESS has switched from being almost unanimously pro-Democratic to being 3-to-1 pro-Republican. Ira P. Lewis (below), editor of Pittsburgh Courier, leading Negro newspaper, came out for Dewey a fortnight ago. Courier, which was

for Roosevelt in 1936 and 1940 but supported Willkie in 1940, stated: "Roosevelt has had a long tenure of office and we see nothing in his program for the future but a government dole, high taxes and government control over industry, business and

the life of every American. The New Deal cannot cope with unemployment which is bound to develop after the war.... We cannot face huge deficit financing and a mounting national debt can continue and the country remain on a sound basis."

*The FRESHER
the BETTER!*

**APPLE
"HONEY"
HELPS
KEEP
OLD
GOLDS
FRESH!**

• You want fine tobacco, of course. But you want it fresh! A mist of Apple "Honey," the nectar of luscious apples, is sprayed on Old Gold's fine tobaccos to help hold in the natural freshness.

"Something new has been added" to these tobaccos. It's Latakia, a costly imported leaf that gives richer flavor. Try Old Golds and see why they have won a million new friends.



*
Buy more
war Bonds
than you
think you
can afford!
*

LISTEN TO: THE OLD GOLD SHOWS Wed. eve. 8:00 EWT CBS and Sun. eve. 10:30 EWT NBC.



VAPOR TRAILS MARKING THEIR FLIGHT THROUGH SUBSTRATOSPHERE, 118 AIR FORCE BOMBERS ADVANCE IN CLOSE FORMATION ON GERMANY DURING THE HISTORIC BIG WEEK

THE UNKNOWN BATTLE

IN FIVE GREAT SKY BATTLES, FOUGHT DURING THE "BIG WEEK" OF LAST FEBRUARY, AMERICAN BOMBERS BROKE THE BACK OF GERMAN AIRPOWER AND CLEARED EUROPE'S SKIES FOR INVASION

by CHARLES J. V. MURPHY

On the morning the Normandy beaches were stormed, 20,000 feet or so above the French coast, crews of American heavy bombers en route to attack German shore defenses noticed on their right a solitary Flying Fortress which seemed to be circling aimlessly. Aboard the lone bomber was a high-ranking American airman—Major General Laurence S. Kuter, assistant chief of the Air Staff for Plans, whom General Arnold had dispatched to England to be his personal observer on D-day. There was no want of purpose in the bomber's leisurely turnings. General Kuter was waiting for the light of advancing day to supply, as it must, the answer to one of the major riddles of the war: the whereabouts of the German air force.

All last spring the German air force had refused battle except under conditions favorable to itself. According to a popular theory, which the Germans themselves exploited, it was being saved to counter the invasion. General Kuter knew better. The German air force was a bluff. His airman's logic, the evidence in the possession of the Air Staff, told him that it had been broken and dispersed in the great February and March battles. But on the fateful June morning, with the battle joined four miles beneath him and the pearly light of the not yet risen sun suffusing the

upper air, Kuter ached for confirmation. Peering into the clouds that covered the coast, he began to wonder if the German air force, refreshed by its long wait, could be issuing from numberless cracks and crevices of Europe to pounce upon the invasion barges.

"I was thinking," Kuter remembers, "that if I were the German operations officer and Providence had promised to allow me to select the weather in which to make my defense, these were the conditions I would have chosen. A solid bank of overcast covered the Normandy coast and extended to mid-Channel. The top was at 12,000 feet and the bottom down to 1,300. Here was perfect concealment for German airmen. They could dive out of the dense cloud upon the packed Channel below, bomb or strafe any ship and climb back into the protecting clouds in a matter of seconds. They could come and go before a gun was brought to bear or our thousands of fighters were able to intercept. I was apprehensive—more than I would care to admit. The cloud bank could be swarming with Germans. Where was there ever such a target—4,000 ships on a front 18 miles broad?"

"We kept watching and gradually it became clear to us that if an air battle was taking place, it must be an extremely compressed affair, be-

cause few aircraft ever burst through the top of the cloud and those few were friendly. Not only that, the radio produced none of the usual German air controller's battle directions. We knew then that we were right. The air was full of American and British fighters. Columns of Flying Fortresses stretched back to England as far as the eye could follow. We had over 1,800 'heavies' over France that morning. The Hun never showed up. He couldn't because he had nothing left. His bluff had been called."

"On that first and crucial day, with our troops clinging to at least one beachhead 'by an eyelash,' the soldiers who were bombed and strafed were not Americans but Germans. On subsequent days the German air force never flew more than 700 sorties a day against our forces, so few in comparison with the thousands flown by Allied airmen that it can be said German airpower, far from being a factor in the final struggle for Europe, was practically nonexistent."

What happened? The full story of the disappearance of the Luftwaffe will not become known until after the war. But the fact of its disappearance as an effective air force is self-evident. Last February a great and decisive air battle was fought by the Anglo-American air forces. It lasted six days and was fought all over western Europe, from the

FEBRUARY 20, 1944



FIRST DAY. Opening the Big Week's blow at German airpower, a three-pronged bomber drive from assembly area in England was aimed at Leipzig, Tutow, centers of Nazi fighter-craft industry. One thousand and twenty-eight heavy bombers, shielded by 832 fighters of the U.S. 8th Air Force, struck at Germany. The 3rd Division (black-outlined areas) struck at Tutow, but ranger was

obscured by clouds and most of load was dropped on Rostock. The 1st and 2nd Divisions (adm and broken arrows) feinted at Berlin. The 1st struck at Leipzig, Oschersleben, Bernburg. The 2nd struck at Magdeburg, Brunswick, Gotha. German fighter strength was divided by the threat to Regensburg by 15th Air Force striking from Italy. The Americans lost 25 bombers, four fighters

FEBRUARY 21, 1944



SECOND DAY. With the German defenses breached, purposes of the next attack were to blast reserve aircraft in German storage parks, smash Daimler-Benz aircraft engine works at Brunswick, entice German fighters to a final battle. Nine hundred and twenty-four heavy bombers drove straight into the heart of Germany. Clouds obscured Brunswick and Hanover, making precision bombing very difficult there for 3rd Division. The 1st and 2nd Divisions found clouds over all but one of their targets, dropped their loads on "targets of opportunity" at Linen, Achmer, Hopfen. Diepholz was only fighter storage park bombed. The 1st Division had sharp, short battle with German interceptors, won a victory. Nazi strength was being appreciably weakened

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FEBRUARY 22, 1944



THIRD DAY. Major General Frederick L. Anderson Jr., who planned grand strategy of attacks, now felt that "the Hun was helpless." Bad weather conditions, however, made third day's attack least damaging. One force swarmed across North Sea into Denmark. Germans were not fooled by this feint, sent fighters up in force against main attacks farther south. But attack by

15th Air Force on Regensburg made it necessary for the Nazis to divert part of fighter strength to south German-air. Clouds ruined 1st and 2nd Divisions' chances for precision bombing over assigned targets, so planes had to drop most of their bombs on targets of opportunity, with only spotty fighter protection. Nazis attacked and mauled them badly. Losses: bombers, 43; fighters, 11.

FEBRUARY 24, 1944



FIFTH DAY. Weather grounded English-based planes on the fourth day, Feb. 23, although planes from Italy bombed important targets in Austria. Next day objectives were Schweinfurt and Tutow, with added job of bombing Me-110 works at Gotha. Anderson timed departure of 1st and 2nd Divisions to Schweinfurt and Gotha to force the Germans to defend cities.

This protected the northern flank drive on Tutow by 3rd Division. Crucial air battles followed. Clouds blocked accurate bombing of Tutow but Schweinfurt was laid waste. German fighters took a beating over Gotha. Also, a large part of the German airforce had been knocked out of the air. U.S. losses were heaviest of the week but, said Anderson, "We did a job that day."

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Minerals
as well as
Vitamins
for full

Pep, Health,
Vitality!

VITAMINS ALONE ARE
NOT ALWAYS ENOUGH! THAT'S
WHY SCIENCE HAS DEVELOPED
THE EXCITING NEW
"17-WAY" STAMS TABLETS

Stams give you 8 Vitamins —plus 9 Minerals, too!

End All Guesswork! If your doctor tells you you need extra vitamins and minerals, get them both in Stams!

Your body needs minerals as well as vitamins—yes . . . needs both!—for glowing health! Without adequate minerals you may even lose the full benefit of some of the vitamins you do get in the diet—for

science has shown that certain vitamins and minerals work closely together in the body!

Don't take chances! Take the new "17-Way" Stams! Stams give you 8 Vitamins, plus 9 Minerals. Thus . . . you get both—and the cost is only a few cents a day. Ask your druggist for Stams!

*3 Stams per day supply not only the full minimum daily requirements of Vitamins A, B₁, B₂, B₆, C and D, but also that of Iron and Iodine, ½ the Calcium, ½ the Phosphorus and 10 mg. of Nicotin. Also 3 additional B Complex vitamins and 3 other minerals, the need for which in human nutrition has not been established, but considered important by many authorities. Read the label for full information.

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IN AMOUNTS AS
APPROVED BY
OFFICIAL COMMITTEE
OF DOCTORS ARE IN
STAMS! THAT'S A
B₁—B₂—C AND D!

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RECOGNIZED AS
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CALCIUM! IODINE!
IRON! PHOSPHORUS!
—ARE IN STAMS!

PLUS
3 ADDITIONAL
VITAMINS OF THE
B COMPLEX
—AND 5 OTHER
MINERALS!

...so, START THE DAY WITH STAMS!

FEBRUARY 25, 1944

U. S. 8TH AIR FORCE
ASSEMBLY AREA

TARGETS BOMBED:
ME-109, ME-109 & ME-410 PLANTS;
REGENSBURG, AUGSBURG & FURTH.
BALL-BEARING PLANT: STUTTGART.
8TH AIR FORCE PLANES DISPATCHED:
830 BOMBERS, 826 FIGHTERS
U.S. LOSSES:
33 BOMBERS, 5 FIGHTERS
GERMAN LOSSES:
70 FIGHTERS

SIXTH DAY. As the deadly climax of the Big Week, both 8th and 15th Air Forces launched a one-two blow at the Regensburg Me-109 complex. When the battle smoke

THE UNKNOWN BATTLE

TEXT CONTINUED FROM PAGE 97

Zuider Zee to the Danube. That battle may go down in history as the airman's Cannae, a decisive battle in which one powerful air force, for the first time in history, annihilated another great air force.

The immense leverage on the ground battle which accrued with control of the air became evident when, as part of the invasion plan, the strategic bomber forces joined with the tactical to isolate the Normandy battle and separate the German coastal defenders from their huge counterattack reserves inside Europe. On D-day the destruction of the bridges across the Seine and the Loire opened a gulf between the German forces; in all, 74 bridges and tunnels leading to the Normandy battlefield were rendered impassable. The Germans were able to muster only half the usual number of locomotives and cars in the French railroad system; less than a week's coal was on hand. Observers flying over the battle lines saw on one side endless convoys flowing along the roads, trucks bumper to bumper, no effort made at concealment; on the other side, deserted roads, convoys hiding by day in the fields and wooded groves to escape rampaging Allied airmen. A German division that moved in three days from Denmark to Paris was seven days marching from Paris to the front. "In the matter of communications," an airman observes, "the Germans were pushed back 50 years."

These were some of the consequences of the Unknown Battle of February. It was a peculiar battle. The fighting was done in the boundless air of the European stratosphere where the winds sometimes blow at 100 miles an hour, the cold is as bitter as the cold of the Antarctic ice cap and men have only half as much air to breathe as they require. And not the least remarkable fact about this battle is that for three nerve-wracking months only the airmen—and, of course, the German airmen—had any idea of its true importance.

The Influence of Sun Tzu

Not even the airmen who fought this decisive battle of the air have a name for it. Those whose bones ache with the memory of the hard fighting remember it as the Big Week. And those who planned it use a code name of their own which they gave to a complicated attack from which the battle evolved. They call it "Argument," which it certainly was.

Argument was the work of many airmen on both sides of the Atlantic. General Arnold, from his room in the Pentagon, put the plan



cleared major part of Nazi fighter-plane production was knocked out and the German air force in being was smashed. U.S. fliers had handed Allies definite air superiority.

in motion. And the brood responsibly fell, of course, upon the senior American air officers in Europe, Lieut. General Spaatz, commanding the Strategic Air Force in Europe, and Lieut. General Eaker commanding the Air Force in the Mediterranean. But the specific planning of the battle, the creative thinking, was largely done by two American airmen whose names seldom figure in the dispatches. One is Major General Frederick L. Anderson Jr., who last year commanded the 8th Bomber Command in England and now is deputy to General Spaatz in the American strategic bomber forces in Europe. The other is Anderson's assistant, Colonel C. Glenn Williamson, who recently became American air adviser on the European Advisory Commission. Anderson at 39 is a year older than Williamson. They were together at West Point two decades ago. On graduation both entered the air service and eventually became heavy-bombardment specialists. This was their first war. And they brought to it a conception of the American opportunity in the air which few airmen possessed.

Anderson is tall, rawboned and supple, temperamentally a well-anchored man, a good talker and an easy mixer. Only seldom will a stranger catch the gleam of purpose beneath the affability. Williamson is short and stumpy and given to long spells of moodiness. Logical, erudite in the details of his profession, uncompromising, he is one of the foremost theoretical thinkers of the Army Air Forces. He and Anderson profoundly respect each other. They are further united by a common admiration for the strategic principles laid down by a Chinese philosopher-general named Sun Tzu, who lived six centuries before Christ. Two maxims of his they never tire of quoting: "Cut off the head of the leading concubine and the rest will behave." And: "There are commands of the sovereign which must not be obeyed." During their deliberations over air strategy in the deep concrete cave in an English hillside which contained the headquarters of the 8th Bomber Command, the two airmen used to delight taunting each other with allusions to Sun Tzu. An American visitor who overheard these learned exchanges left the headquarters convinced that the long-dead Chinese had a more pervasive influence upon American air strategy than Billy Mitchell, Douhet, Major Seversky and all the other latter-day evangelists of airpower.

American air strategy in Europe, although proclaimed as complementary to British doctrine, was actually at odds with it, at times to the point of bitterness. Anderson and Williamson were exponents of a theory which gave little credence to the British assumption that the firing of German industrial areas and particularly of workers' homes would, by exploiting the manpower shortage, weaken German morale and the German will to fight. American airmen consider the "mass" or "area" attack wasteful and inconclusive. According-

CONTINUED ON NEXT PAGE

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THE UNKNOWN BATTLE (continued)

ly the American air offensive in Europe, while more or less meshed into the RAF offensive against the great German cities, was specifically directed against 177 industrial or military targets grouped in seven categories, the elimination of which would presumably deprive the Germans of the means to wage war. These targets were singled out in the master American air plan known as AWPD-2 (Air War Plans Division, Air Staff, 1942). At the top of the target list were German aircraft plants. Williamson has always likened the Luftwaffe to a high wall around the vulnerable points of the German economy. After the aircraft factories came 1) submarine yards, 2) transportation (locomotive shops, marshaling yards, waterways), 3) electric power, 4) oil, 5) aluminum, 6) rubber.

AWPD-2 estimated that these seven sources of German war-making power could be destroyed or hopelessly paralyzed with 132,000 tons of bombs delivered in some 66,000 sorties over a period of a few months. By the original timetable a third of the targets were to be destroyed by the end of 1943, while the American air force was being built up, and the rest during the first four months of 1944 when it would be at its peak. So May 1944 was the airman's deadline. May would bring the tides with water conditions favorable to invasion. Every day thereafter that the airman's job remained unfinished would subtract a day from the schedule of the invasion armies.

But as the summer of 1943 ended, nothing like a third of the promised targets had been damaged. AWPD-2 had, for example, assumed that some 9,300 sorties and a trifle under 19,000 tons of bombs would wipe out the major submarine repair yards. But already 4,891 sorties had been flown, 8,948 tons of bombs had been dropped, not counting thousands of tons contributed by the RAF, without making an appreciable cut in the German submarine strength. Moreover, German resistance to the American attack was rising fast. On deep penetrations into Germany, where the majority of the key targets were located, the American formations were suffering losses of 15% to 20%. "Power is a finite thing," Williamson murmured. Even the aircraft industry of the U. S., so prodigal now, at that stage of the war was unable to make good such losses. Anderson had to alternate his attacks into Germany with breather runs against low-priority targets in France in order to save his force. In the long interval between attacks the wily, ingenious and tireless German repaired his damaged plants and made up his losses. On the record the American daylight attack was in doubt.

The curious new targets: the complexes

"Always," says Colonel Williamson, "there was that wall between us and the German economic structure." It was getting thicker, higher. American bomber formations were being attacked by 400 to 600 German fighters. In midsummer of 1943 German front-line fighter strength stood at 2,100 fighters. And the Germans were feverishly embarked on a plant-expansion program which, unless interrupted, would give their air force by the spring of 1944, on the eve of the invasion, a monthly supply of 2,000 to 3,000 fighters. Such numbers at the service of resolute airmen would stop the combined bomber offensive cold. They would confront the invasion with a terrible threat.

So in July and August the 8th, as lay experts will remember, made its first fierce rush at the German aircraft factories. "We had to stop the expansion," Anderson explained, "or be stopped." His small force was incapable of striking a knockout blow. "Our purpose," the airman adds, "was to try to halt the expansion and prevent the Germans from accumulating thousands of airplanes during the winter when weather would slow us down." At that time a large part of German fighter-aircraft production was in western and central Germany, at Kassel, Gotha, Bernburg, Brunswick and Oschersleben. Additional plants were being expanded deep inside Fortress Europe, at extreme bomber range and beyond escort fighter range, at Regensburg (370 miles from Britain), at Augsburg (540 miles), at Leipzig (540 miles). Anderson struck at Regensburg, Oschersleben, Warne-münde, Marienburg and Kassel from England, and Wiener Neustadt from Italy. The swift, hard campaign cost him 80 heavy bombers and 800 men—9% of his starting force. In some respects the results were disappointing. The airman's economists, feeling for the windpipe of German airpower, had singled out the German ball-bearing plants. Without ball bearings aircraft engines could not function; without motors the German Air Force could not fly. In the ancient Bavarian city of Schweinfurt on the Main, the economists pointed to the Kugelfischer and VKF works which produced nearly half the German supply. Thirty-six bombers and 360 American airmen went down in a brave attempt to wipe out these distant sources of metal balls.

CONTINUED ON PAGE 18



IT'S 649,739 TO 1 THIS WON'T HAPPEN...

Mathematicians calculate these are the actual odds that you won't be dealt a royal flush. And even when your chances are increased by the draw, you can play for years and years with little

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BRYTEN—NO. 2 FOR TEETH
HARD-TO-BRYTEN. MADE
BY A DENTIST TO SAFELY
REMOVE SMUDGES—EVEN
SMOKE SMUDGE. BEARS
GOOD HOUSEKEEPING SEAL.
Which do you choose?**



THE UNKNOWN BATTLE (continued)

Unhappily, the first impulsive claims proved hollow. The economists overlooked the ball bearings in the German stockpiles. The Germans drew upon their stocks while repairing the plants. But in a most important respect the campaign paid off. At the critical phase of the air war the enemy aircraft-production curve was checked and temporarily turned downward. "You might say," Anderson suggests, "that we held on the 10-yard line."

The check, however, was momentary. The Germans rebuilt the plants and hurried ahead with new ones much faster than the airman's construction experts had reckoned. The American airman perceived that only blows of unprecedented size and novelty would redress the balance in the bombers' favor. The blueprint for such a blow was Argument.

The objective of Argument was to throw the whole strength of the American Strategic Air Force upon the German aircraft plants, particularly those producing the single-engine Me-109s and FW-190s, until they were destroyed or the U.S. force was consumed. The reorientation of the industry left Anderson with no alternative. In various parts of Europe, the Germans were rapidly developing curious industrial combinations which they called complexes. Perhaps the biggest was the Leipzig complex: Its core was the huge Erika Maschinenwerke, final assembly plant for about a third of all the Me-109s and a fifth of all single-engine fighters. Erika drew component parts from numerous other plants in Leipzig and the near-by suburbs of Heiterblick and Abtshausen. Close by were assembly and repair works for Ju-88s and Ju-52 transports. The Wiener Neustadt complex, built around the parent Messerschmitt plant and the Regensburg complex, made up the rest of the Me-109 production. FW-190 production was concentrated in two similar networks—the so-called central Germany complex (Oschersleben, Kassel, Warnemünde, Anklam and Marienburg) and the new, fast-expanding eastern complex (Tutow, Poznań, Gdynia, Sorau, Cottbus and Krzesinki).

Yet while the two single-engine fighters were the particular curse of the day bomber, Anderson was charged with striking at the sources of twin-engine night fighters, of which the Germans have five types—the Ju-88 and 188, and the Me-110, 110 and 410. Here the complex system was repeated, each characterized by a main assembly plant drawing upon nearby plants for component parts. Six complexes provided all the twin-engine fighter production—Brunswick, Gotha, Augsburg, Bremberg, Munich and Budapest, all but the last in Germany. In addition, there were the engine plants—a total of 18 major plants scattered in 14 cities. "The peculiar thing about these complexes," says Williamson, "was that the production flow could be shifted from plant to plant inside the complex or to plants in other complexes. If you knocked out the assembly plant in one complex the tools and workers were quickly shifted to another and the satellite component factories fed right into it. A complex was a big octopus. You had to kill all of it to make it die."

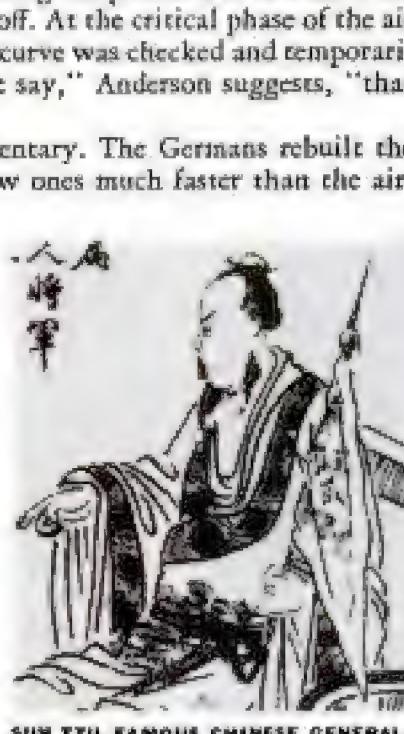
In October 1943, when Argument was drawn up, Anderson thought that in four continuous attacks he could cut German fighter production by 75%. Toward that end he was prepared to sacrifice two-thirds of his entire force—736 bombers. The moral responsibility attached to such a decision was very great. In dead, wounded and captured Anderson expected to lose more than were lost at Tarawa. Yet if he delayed in the face of rising German strength, his eventual losses might be four or five times as great.

The weatherman from Cal Tech

Man proposes, God disposes. For his hammer blows Anderson needed weather conditions of a kind which rarely occur in Europe in the winter. The targets being scattered all over central Europe, and Anderson having insisted upon clear air over the targets for accurate

*In the 6th Century B.C., Sun Tzu wrote *The Art of War*, oldest and one of the fewest military works in existence. Some of his most famous maxims are: "The general who is skilled in defense hides in the most secret recesses of the earth." "The opportunity of defeating the enemy is provided by the enemy himself." "Forage on the enemy." "All warfare is based on deception."

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INSTALL NO ANTI-FREEZE . . .

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1. HAVE THE RADIATOR cleaned of clogging rust, scale and dirt.
2. HOSE CONNECTIONS should be checked for leaks and rotted spots.
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THE UNKNOWN BATTLE (continued)

visual bombing, the first requirement was a stable meteorological "high" over Europe. "It was the business of getting in and out of Germany that was going to be costly," says Anderson. "I was not prepared to accept such risks for anything less than a clear shot at the targets." During the short days of winter, in order to reach the more distant German plants, the bombers would have to leave their English bases before dawn and in some cases would not return until after dark. The phenomenon of the stable European high would therefore have to be accompanied by the absence of fog over the fields of East Anglia at the very hours the perverse English fogs are prone to settle there.

A young meteorologist with a controversial theory, 38-year-old Irving P. Krick, head of the Cal Tech meteorological department, was commissioned a major and flown across the Atlantic to advise Anderson. Krick, as a sideline to his university job, operates a long-range weather service patronized by hundreds of subscribers: citrus growers, movie studios, trucking companies, coal merchants, department stores. His theory is too complicated to be described adequately in a few sentences, but here it will suffice to say the assumption is that weather situations tend to repeat themselves; a sequence of phenomena which produced a certain kind of weather in the past will, if repeated, produce the same weather again. To forecast the weather coming up Krick analyzes the current meteorological pattern as it evolves and then thumbs through the records until he finds an analogous sequence. Its subsequent behavior provides a reliable forecast of conditions.

Waiting for weather

Krick pored over European records going back 50 years. But because he refused to guarantee a forecast for more than three days ahead, Anderson was perpetually trapped between the devil and the deep blue. If the long-range forecast was promising, the temptation was to save his force for Argument, or a phase of it anyway, rather than dissipate its strength on sporadic, disconnected operations. "What you do tomorrow," Anderson says, "is fixed by what is left after you fight today." Yet the vagaries of European weather which seldom permitted more than five or six attacks a month made it hard for a conscientious commander to pass up a single chance.

From October on there was scarcely a week when the 8th was not alerted for Argument, only to have the forecast peter out. It did manage, however, to get in several hard blows. Between Sept. 30 and early February 1944, aided by the 15th Air Force based in Italy, Anderson successfully attacked the FW-190 plants at Anklam, destroyed Marienburg, and seriously damaged the big Me-109 works at Wiener Neustadt, the FW-190 plants at Oschersleben and the Me-110 plant at Brunswick. But the resiliency of the German complexes at once became apparent. When the Marienburg assembly plant was quite blown up, the components from the tributary plants at Posen and Sora were shifted to the big new assembly plant at Tutow on the Baltic which previously had been supplied by the plants at Anklam and Warnemünde. The airmen were astonished, as they followed the intelligence reports and reconnaissance photographs, at the speed with which the Germans recovered. By the end of January the plants at Wiener Neustadt, Regensburg, Oschersleben and Marienburg were practically rebuilt. Production bounced back to nearly 800 fighters a month and revised German schedules called for 1,700 in March.

In January the American air forces in Europe were reorganized. The heavy bomber divisions in the 8th and 15th were formed into the U.S. Strategic Air Force in Europe under Lieut. General Spaatz. Anderson and Williamson joined his staff. Lieut. General James H. Doolittle took over the 8th and Major General Nathan F. Twinning the 15th. Simultaneously General Arnold was able to promise an end to the piecemeal, stopgap use of airpower. U.S. mass-production methods, after the long fallow, began to deliver. Where before there had been a dribble, a river of crews and bombers flowed to Britain and Italy. By February the 8th had grown to 36 groups containing about 1,900 heavies; the 15th mustered 17 groups with about 870 heavies. Spaatz and his ardent lieutenants now possessed the world's most powerful offensive air force. It was much larger than Air Marshal Sir Arthur Harris' famous bomber command, and the margin would steadily widen.

With such numbers Argument ceased to be quite the fearful risk of October. Now the American airmen could make simultaneous rushes in force at several targets, contrive feinting groups to distract German defenses and sustain the attack over a longer period. The presence of the 15th below the Alps within range of many important targets in southern Germany and Austria opened all kinds of tempting pos-

CONTINUED ON NEXT PAGE



Bobby Clark, star of Michael Todd's musical success "Misteri... Harry," says: "Years of removing makeup have made my face very sensitive. But I can shave closely with Williams. It's a great shave—softens . . . removes stubble or irritates my face."

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—that's why Bobby Clark shaves with soothing WILLIAMS

RUBBING OFF heavy stage make-up is bound to make a face feel tender—yet actors have to do just that after every performance they give. So it's no surprise that their faces are super-sensitive to strong, irritating shaving creams.

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Elliott Nugent (shown here in his dressing room) is currently starring in the hit comedy, "The Voice of the Turtle." He says: "After removing makeup, my face often feels sensitive and tender. But with Williams Shaving Cream I can shave closely without irritation."

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Extra large playing surface—1-piece construction.
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• Speed Final Victory—Buy U. S. War Bonds!

THE UNKNOWN BATTLE (continued)

sibilities. General Eaker, commanding all air forces in the Mediterranean, was thoroughly grounded in the strategic situation. And the prospect of dividing and whipsawing the German air forces by rushing in from the south while the 8th drove from the west was stimulating. Most important of all, hundreds of long-range P-38s and P-51s were at last on hand to do what only American airmen deemed possible: to provide cover to the extreme limit of bomber range, to Schweinfurt and Regensburg, where they had been so roughly handled in 1943.

Yet, massive as was all this, the Germans were mobilizing against it forces of comparable scope and subtlety. On the approaches to the German homeland they possessed numerous radar stations of varying character. Strong German fighter squadrons were stationed on all the approaches to the main targets. In battle they became a homogeneous force directed by radio by a controller situated in an underground headquarters inside Germany. And finally there were the ground guns, so thickly planted that it was almost impossible to cross the coast of Europe without being fired upon. The Ruhr alone held more than a thousand cannon.

On Feb. 18 Weatherman Krick informed Anderson that "a good-looking sequence" was making. His forecast was that commencing on the 20th a meteorological high would prevail over central and southern Germany, which would probably last three days and provide open sky for visual bombing. Spaatz gave the order to clear the deck for Argument and that afternoon over the "scrambler" Anderson informed the division commanders that

the plan was "being laid on." "For the next 36 hours," says Williamson, "we followed the air masses wallowing over Europe." On the afternoon of the 19th Krick "went on the hook" and promised three and possibly four good days. With such good prospects the bomber commanders were divided over how big a bite they should risk the first day. Anderson, with Spaatz's solid support, called for the maximum. The airmen had waited a long time; with D-day less than four months away and AWPD-2 only scratched, they dared not wait for a sure thing. Now it was Spaatz who risked the decision.

The first blow

As the route maps on pages 98-101 show, Anderson aimed his first blow principally at the Leipzig and Tutow complexes, the first deep inside Germany, the latter on the shores of the Baltic. Altogether there were 12 scheduled targets, including units of the Gotha and Bernburg complex in central Germany. Coming and going, the Leipzig force had to traverse 900 miles of enemy air on a 1,200-mile mission and could count on being under attack from the time it crossed the European coast. The 15th meanwhile rose from its fields around Foggia to strike the Regensburg complex; it entered the German radar screen some time before the main Leipzig force appeared on the edge of the Ruhr at Aachen, with the result that the worried German controller, not knowing what was afoot, held part of his fighters in southern Germany. As was feared, solid clouds over the Alps compelled the 15th to turn back at Trieste, but its mere threat drew 200 fighters from the U.S. force aiming at Leipzig. And this force in turn, by another tricky piece of timing, drew more enemy fighters from the unescorted Tutow-Poznan group, first to leave England, by looming up in the German radar screen in great force just when the German controller, following this flanking move across the North Sea toward the Danish peninsula, was debating whether to throw his fighter squadrons in Holland and north Germany upon it. His decision was not made easier by the fact that both forces were feinting at Berlin.

Altogether, Argument was the most complicated maneuver attempted by airmen up to that time, a kind of set piece, modeled upon the classic movements and countermovements of armies practiced at the Command and General Staff School at Fort Leavenworth. Some 11,000 men in 1,028 heavy bombers and 832 fighters took to the air on the morning of the 20th. Spaatz and Anderson did not have it all their own way. Despite the generally good atmospheric conditions, Tutow and Poznan were invisible under heavy cloud; most of the



MAJ. GEN. FREDERICK L. ANDERSON

bombs were dropped on "targets of opportunity," principally Rostock. The Me-110 assembly plant at Gotha was likewise hidden and results were "unobserved." But the main attack on the Erla works at Leipzig, following by a few hours a heavy night assault on the city by the RAF, was spectacularly successful. Photographs taken 90 minutes after the bombers departed showed all the main buildings hit or burning. Moreover, the subsidiary blows at Brunswick, Bernburg, Oschersleben and Magdeburg left the targets severely damaged. There was no question of a tremendous victory.

At Park House that night, the English suburban house where Spaatz lived with his personal staff, Spaatz, Anderson and Williamson waited for the teletype to report the losses. "We had been up all night and all day," Williamson remembers. "The reports came in all evening. Group after group reported no losses or only one or two. We couldn't believe it. We were all thinking somebody's going to get wiped out, somebody's going to say he was cut to pieces. When all the reports were in and we added up the totals the figures were unbelievable. The cost: 25 bombers, four fighters, 254 men. The Germans lost 153 fighters."

Next day, with a forecast of five- to seven-tenths low cloud over central and western Germany, 924 heavies went back with a thick fighter screen. The main scheduled targets were half a dozen big airfields and aircraft storage plants. Now the purpose was to exploit the hole torn in the German defenses by temporarily immobilizing the main fighter fields on the approaches to the main American targets as well as to burn up the supply of aircraft which the Germans had in immediate reserve. Again the weather interceded so that the fighter storage park at Diepholz was the only open target, but a hard blow and a successful blow was struck at the big Daimler-Benz works at Brunswick, prime source of engines for Messerschmitt fighters. Again the losses were low: 19 heavies, five fighters, 195 men.

"In the bag"

"After that," says Anderson, "it was in the bag. If we missed anything, we could go back and clean up the job." On the third day, as the maps show, weather seriously betrayed the attack. On Feb. 23, the fourth day, while the 8th was held on the ground by weather, the 15th thoroughly raked the big Steyr Daimler-Puch engine and ball-bearing factories at Steyr, key elements in the Wiener Neustadt complex. On the fifth day the 8th sent 867 bombers out, one force making a second futile effort to reach the Tutow complex, the other striking at Schweinfurt and, for the third time, at Gotha. Once again the long assault to the north proved fruitless, but Gotha at last was open and both the Me-110 plant and a separate air-frame works were thoroughly blasted. It was Schweinfurt, however, which yielded the most satisfaction. Here the great ball bearing plants which had taken so much American blood and energy lay exposed in cloudless air; all around, the city smoked from the fires lit by the RAF the night before. "We did a job that day," says Anderson.

And so the stage was set for the climax blow which fell on the sixth day. Five days of fighting had given the American airmen the measure of the German defense. The surviving German airmen were wary and inclined to favor themselves; their aggressiveness was saved for unfortunate stragglers; and their feverish concern for Berlin made them suckers for feints. On the last day the 15th and the 8th gave Regensburg the "old one-two," the two forces coming from bases 1,000 miles apart on almost split-second schedules and attacking the town almost 45 minutes apart. The 15th lost 39 bombers that day, and the 8th 33. But the Regensburg complex, for the time being, was finished, and in addition the 8th got in damaging blows at Augsburg (Me-410 plant), Stuttgart (ball bearings and tools) and Fürth (Me-110 parts).

On the seventh day a low moved over western and central Europe and the airmen rested. The Big Week cost the 8th and the 15th Air Forces 161 bombers, 33 fighters, 2,643 men. But Spaatz and Anderson, contemplating the figures in sorrow, could not help remarking how small they were in comparison to the first bleak estimates. The battle ended with a large part of the enemy's single- and twin-engine production knocked out and with the German air force cut to ribbons.

CONTINUED ON NEXT PAGE



COLONEL C. GLENN WILLIAMSON

Here's how you feel in warm Munsingwear nighties and pajamas. Like floating in down...cuddled in the glow of a fire. Like stretching easy as a kitten, because these good-nighters are Munsingwear-knit for comfort. Gowns and p.j.'s in several fabrics (one is our wondrous Bemberg Brushed Rayon); all easy to keep looking their lovely selves. At better stores everywhere.

MUNSINGWEAR

Underwear, Sleeping-and-Lounging Wear, Foundation Garments, Hosiery

New Orleans Treat for Your Children

- RICH IN IRON, TOO!



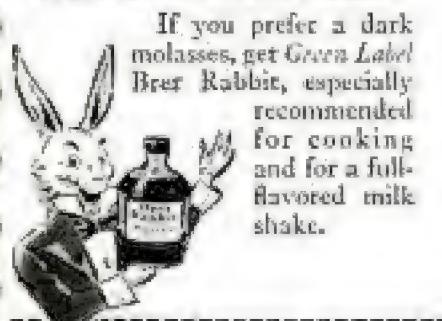
Brer Rabbit GOLD LABEL Molasses

LIGHT COLORED, SWEET AND
MILD CHILDREN LOVE IT!

If you and your children have never tried Gold Label Brer Rabbit Molasses on bread, pancakes or waffles, you've missed one of the biggest treats in good eating.

Gold Label Brer Rabbit is the highest quality, fancy, light colored New Orleans molasses—sweet and mild for table use. And one tablespoonful added to a glass of cold or warm milk makes a delicately flavored milk shake that's rich in iron and calcium.

If you prefer a dark molasses, get Gray Label Brer Rabbit, especially recommended for cooking and for a full-flavored milk shake.



Free! Penick & Ford, Ltd., Inc.
New Orleans, La., Dept. L1016-4

Please send my free copy of "Brer Rabbit's Modern Recipes for Modern Living," telling all about New Orleans molasses for table use and cooking. Also pamphlet, "Something Every Mother Should Know," on iron needs.

Name _____
Address _____

THE UNKNOWN BATTLE (continued)

In March, for example, fighter production fell from the scheduled 1,700 a month to only 900. In contrast the American strategic force, continuously reinforced against the anticipated losses, actually came out of the battle nearly twice as strong as at the start.

"The wall," says Williamson, "which had been so difficult and dangerous, from the Big Week on shrank each day." In March and April the 8th attacked Berlin seven times. Political or morale targets supposedly have no important place in American air doctrine, but the

many factories around the capital offered ostensibly urgent targets. There was the further incentive of exhausting the German air force in being which had ceased to fight except in defense of Berlin. In the attack of March 9, 1944 American bomber losses dropped to the unbelievably low figure of 10.

"It was wonderful," Williamson observes, "how fast we got along after we broke down that wall." Except for a handful of German plants trying to make something out of jet propulsion, the aircraft complexes fell from the top to the bottom of the target-priority lists; in the airman's

scale of values they became "policing" jobs, to be periodically inspected and attacked at the first sign of rebuilding.

In the chink of time left before the invasion, the American strategic airmen with lightning blows damaged and in some cases obliterated previously unscathed strong points of the German war industry—radar, light alloys and chemical plants making highly concentrated hydrogen peroxide for jet fuel. But after the Big Week their passionate interest was oil. Intelligence reports from all fronts and from all sources stressed Germany's rising shortage of oil. Accordingly, during the next months the Strategic Air Force ranged over Europe seeking out the refineries. And in mid-June, after the beachheads were more secure, the strategic airmen resumed the campaign. With the RAF joining in, and American shuttle bombers smashing from Russian bases at new refineries in Poland and eastern Europe, 66 refineries in nine countries were hit with 37,861 tons (Anglo-American total) in three months. By the end of August, German monthly output of refined products was cut to less than a third of the normal output. "The loss of the refineries, combined with the Russian occupation of the Ploesti fields," says Anderson, "fixes the German fate. Whatever else may happen, the German armies must presently clank to a stop for lack of fuel."

The cost of airpower

General Eisenhower recently paid the ultimate compliment when he said to General Arnold, "The Air has done everything we asked." But the price has been high. The air war against Germany alone has required, including training and supply functions here, nearly 1,800,000 men and 80,000 aircraft. In dollars the cost is staggering. On British airfields alone, wholly apart from military labor, some \$500,000,000 has already been spent. A precise breakdown is impossible, but statisticians of the Air Forces estimate that approximately \$6 billion has already been spent on the German phase of the air war—more than the federal government spent in the 1920s.

The German fraction of the air war has also been costly in American lives and airplanes—more costly than is commonly appreciated. At the end of August 1944 the losses in dead, missing and prisoners of war totaled 45,173 and the wounded 5,419. In aircraft the losses on combat missions through August 1944 were 7,710 machines, of which 5,415 were heavy bombers. The losses during the first eight months of this year give a true picture of the cost of air war in the full offensive: 33,375 men killed in action, missing or prisoners of war; 3,930 wounded; 4,026 heavy bombers and 2,068 fighters lost.

There is a profound lesson in all this for the American future. It is that to crush a strong and widely dispersed industrial power by air is an extremely complicated and costly business. The American strategic air force represents a magnificent creative act. It is unmatched in the world. And General Arnold, who once risked professional banishment as a disciple of Billy Mitchell, deserves well of his country for bringing it into existence. Yet in the last agonizing convulsions of the German enemy may be discerned many means for frustrating this costly power. The price of peace will be sleepless vigilance.

MEDICATED FOR CLOTHESPIN NOSE

Cold make breathing difficult? Nose feel "clamped in a clothespin?" Put a Luden's in your mouth. As it dissolves it releases cool menthol vapor—which, with every breath, helps relieve clogged nasal passages, unclamp "clothespin nose!"



NEW LUDEN'S HONEY-LICORICE COUGH DROPS!

Here's a new flavor in cough relief by the makers of Luden's Menthol Cough Drops. Both are medicated. Both \$1.



TAKE A TIP FROM ME
TRY "BC"

FOR QUICK RELIEF FROM
HEADACHES
NEUROLOGIC & MUSCULAR PAINS

10¢
AND
25¢
USE AS
DIRECTED



La Cross Implement is precious. If you own one, treasure it. The manufacture of miniature implements is still largely curtailed.

All genuine La Cross implements are stamped—LA CROSS +



For more than four decades,
America's finest aluminum implement
company—now, everlastingly, the only one.



How to handle two jobs...from an easy chair

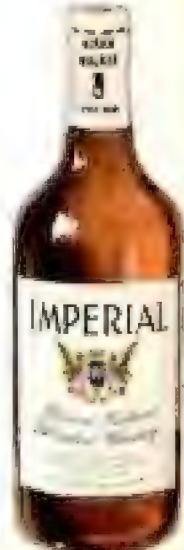


 **This one:**) Be a stay-at-home week-ender—that's one really worthwhile job you can handle from an easy chair. Our railroads are heavily burdened, overworked—help a soldier get a seat by taking no unnecessary train trips.

 **And this one:**) To make the pleasant task of resting even pleasanter we suggest a zestful IMPERIAL Manhattan. You will find that IMPERIAL has a mellowness, a genial flavor that is really enjoyable. For this famed blend is actually "velveted"—which gives it a distinguished smoothness, an extra goodness. A goodness that has made IMPERIAL one of America's most-wanted whiskies.

IMPERIAL *"velveted" for extra smoothness*

Blended whiskey, 86 proof, 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill. © 1948 Hiram Walker & Sons Inc.





the shoe with the youthful feel

Air Step

AIR STEP REG. U. S. PAT. OFF.

650

HIGH
HEELS
DAFFY WEST



Swing along with gay and eager feet.
Feel young-as-the-morning in Air Steps,
the shoe with the gentle, airy Magic Sole
to cushion your step always so gently.
AIR STEP DIVISION, MUNN SHOE COMPANY, ST. LOUIS

SAN FRANCISCO



BEFORE BEING CAUGHT IN SAN FRANCISCO HEISLER STANDS UNNOTICED BESIDE ANNOUNCEMENT OF AWARD FOR HIS CAPTURE

MAN HUNT

M-G-M puts on an exciting stunt to promote "The Seventh Cross"

Metro-Goldwyn-Mayer's movie version of *The Seventh Cross*, Anna Seghers' best-selling novel of 1942, opens with the escape of seven anti-Nazis from a concentration camp. All but one are recaptured and strung up to six of seven wooden crosses made by the Nazi jailers. The seventh cross remains bare because the seventh fugitive, George Heisler, acted by Spencer Tracy, manages a hair-raising escape through the Gestapo dragnet. *The Seventh Cross* tells Heisler's exciting story. In doing so, it presents the thesis that out of the decency of such people as George Heisler and his accomplices a new and better Germany may be born.

For all its substantial virtues, however, *The Seventh Cross* is not what is known as a box-office picture. It has a somber title and no pronounced love interest. Aware of

this, M-G-M dreamed up a huge publicity stunt emphasizing the movie's cops-and-robbers aspect. They set up a George Heisler man hunt in seven cities across the U. S. In each city Heisler (acted by Spencer Tracy's stand-in, Roy Thomas) had to pass seven crosses in a given time. To the first person who spotted him in each city went a \$500 War Bond. Posters and advertisements showing Heisler's face appeared everywhere. He could wear no facial make-up, although he could change his costume at will. He was captured in all seven cities. In Boston, where he wore only a plain business suit, Heisler went undetected longer than in any other city.

As Heisler went across the country, LIFE photographer Johnny Flora went with him to record this huge man hunt. His pictures show some of Heisler's experiences.



HEISLER HELPS TURN STREETCAR AROUND



AND WALKS ACROSS GOLDEN GATE BRIDGE



SITS HIMSELF IN FRONT OF PUBLIC LIBRARY



PASSES A CROSS AND BELOW, FINALLY GRABBED



**\$1.25
to
\$3.50**

**4 Great Actions
AT ONCE**

lifts • molds • corrects • holds

The high proud bustline of youth securely, yet comfortably held in position, is yours in a Life Bra whether you be full, flat or average. Put Life's 4 great actions to work for you—today. The better stores and shops have them in your size.



Listened Dick Brown, every Sunday 6:45 P. M., E. W. F., over Mutual.

Life-Bra
TAILORED-TO-FIT BY **Formfit**

MADE BY THE FORMFIT CO. CHICAGO - NEW YORK

**It has to be extra good to be
the choice of 3 OUT OF 4**

SUNSWEET PRUNE JUICE

Trust women to find out the better things in life. Especially is it true about prune juice. For instance, out in California, with its mineral laden soil, 6000 members of the California Prune and Apricot Growers' Association have labored for years cultivating especially luscious, sun-sweetened prunes. Prune juice made from this extra good fruit is the choice of 3 out of 4 women. Here's why. It is especially rich in these three vital helps in keeping fit:

- 1st Help—Vitamins (b and g) for growth, energy
- 2nd Help—Minerals for resistance
- 3rd Help—A certain something for laxative effect

Taste in "What YOU'LL Like," Mutual Network, Mon., Wed., Fri., 11:45 A. M. (EWT)

For a Glass of 3-way Help

SUNSWEET PRUNE JUICE

The Growers' Own Brand

Man Hunt (continued)

DENVER



DRESSED AS COWBOY, HEISLER SITS UNNOTICED BESIDE INDIANS AT RODEO



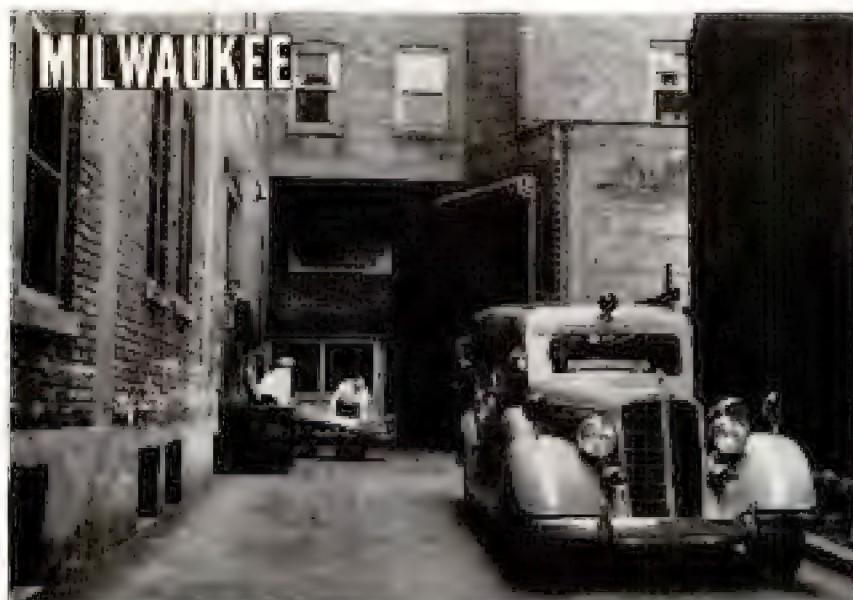
NOR DOES ANYONE RECOGNIZE HIM WHEN HE TAKES A MERRY-GO-ROUND RIDE



HE IS STILL UNOBSERVED WHEN HE SAUNTERS BY ONE OF THE CITY'S CROSSES



A 17-YEAR-OLD BOY CHASES HIS CAR FOR 15 BLOCKS, FINALLY CATCHES HIM



TO ESCAPE FROM HIS HOTEL UNDETECTED, HE IS CARRIED OUT ON STRETCHER



IN ORDERLY'S UNIFORM HE HELPS TAKE STRETCHER ONTO MARQUETTE CAMPUS



AS HE LEAVES MARQUETTE THE GIRLS ARE SUSPICIOUS, BUT NOT MAN AT LEFT

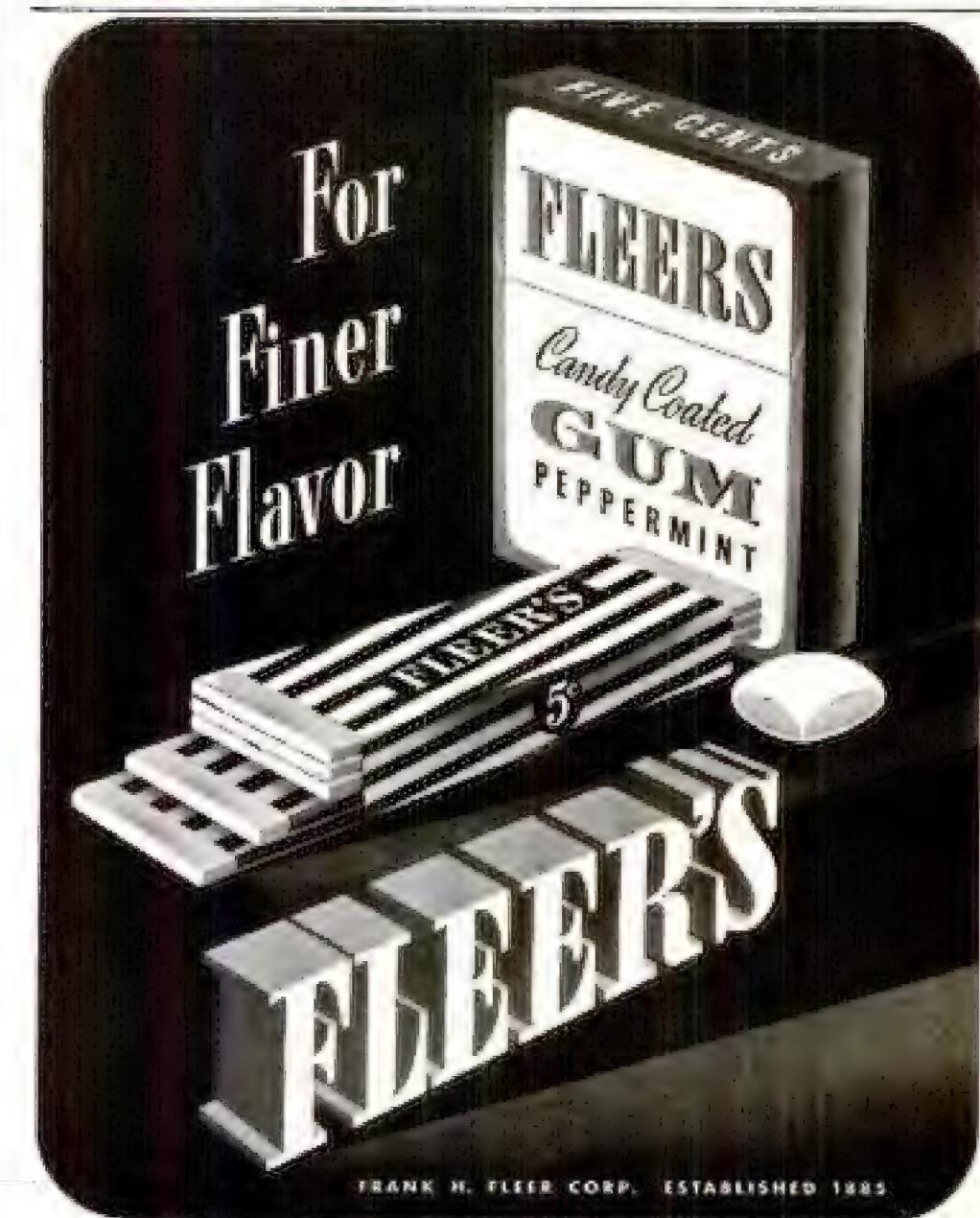


CROWD GATHERS AS FOUR MARQUETTE COEDS GRAB HIM AND CLAIM REWARD

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**BARS and STARS with Sinatra**

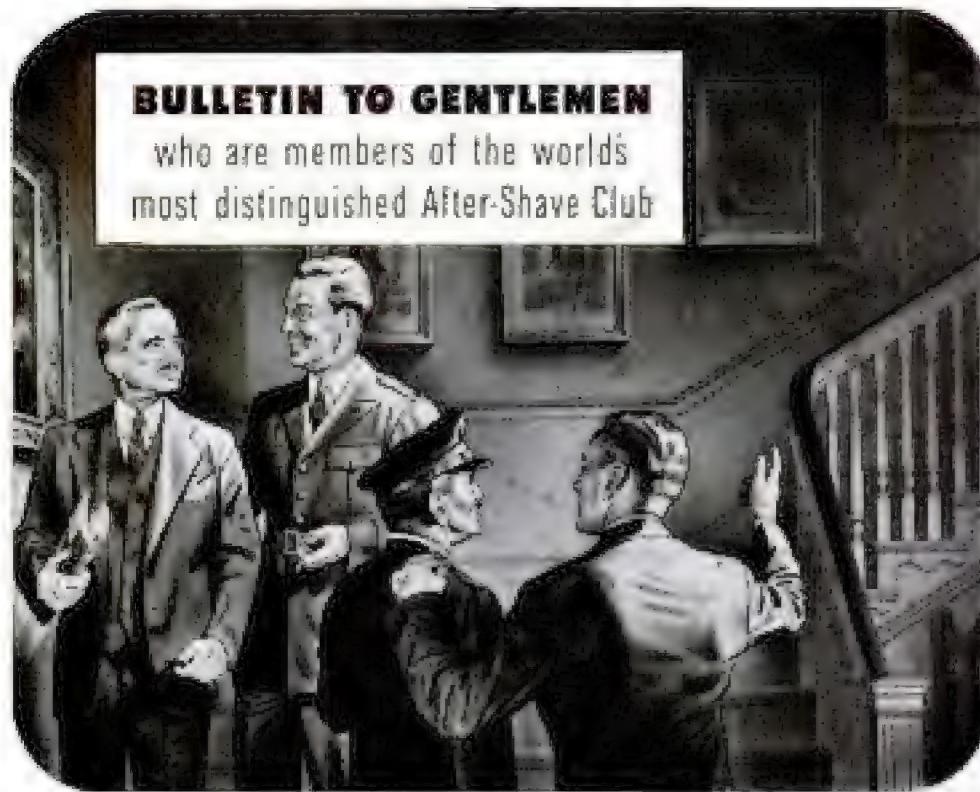
Music bars and Hollywood stars; such is the fare every Wednesday night on Frank Sinatra's new half-hour radio show. The Voice sparkles as singer and M. C. as he entertains such well-known guests as Joan Leslie above, Orson Welles, Fredric March and other bright stars in the Hollywood firmament. There's music and mirth in the air when Sinatra, with his guest star and vivacious Eileen Barton, the Vitamins Vocalists and Axel Stordahl and his orchestra all get together under the sponsorship of Vitamins, the best-known name in vitamins. Tune in Sinatra, CBS, Wednesdays.



FRANK H. FLEER CORP. ESTABLISHED 1885

BULLETIN TO GENTLEMEN

who are members of the world's most distinguished After-Shave Club



AQUA VELVA is the world's most popular after-shave lotion. But now, with certain essential ingredients going into war production, there is less Aqua Velva available to meet an increasing demand.

Avoid waste! By using Aqua Velva carefully, you should be able to enjoy it more regularly. Just a few drops after shaving leave your face feeling softer, cooler. Refreshing as a mountain breeze, Aqua Velva has a clean, pleasant scent you'll like.



A FEW OF THE MEMBERS

George Biddle
Elia Kazan
C. Aubrey Smith
Richard Dreyfus
Brook Benton
Sam Jaffe

A large advertisement for VAT 69 Scotch Whisky. On the left, a bottle of VAT 69 is shown with its distinctive label. To the right, a large sign reads:
*"Quality
Tells"*
*In Character
and Taste*
Scotch Whisky
at its Best!
The word "VAT 69" is also prominently displayed at the bottom of the sign.
PARK & TILFORD IMPORT CORP., NEW YORK, N.Y. • BLENDED SCOTCH WHISKY • 86 PROOF

Man Hunt (continued)

WASHINGTON



IN A NELSON EDDY "MAYTIME" GARD HEISLER PASSES JEFFERSON MEMORIAL



ON NEBRASKA AVENUE A WAVE TURNS TO STARE AT HIM, BUT THEN PASSES ON



BUT TWO WAVES FINALLY APPROACH HIM AND ANNOUNCE THAT HE IS HEISLER

BOSTON



WEARING A PLAIN BUSINESS SUIT, HE STARTS DOWN COMMONWEALTH AVENUE



HE STROLLS LEISURELY THROUGH ONE OF CITY'S OLDEST BURYING GROUNDS



TWO KIDS BECOME SUSPICIOUS AS THEY WATCH HIM RESTING ON PARK BENCH



JUST AS THEY ARE ABOUT TO GIVE UP THE HUNT, THEY BECOME SURE WHO HE IS

You want a really good cup of coffee at breakfast? Whether or not you're rushed, use Nescafé...made instantly...flavor unsurpassed.

A teaspoonful in a cup
Add hot water , it's ready



A quick cup of FULL FLAVORED COFFEE —that's Nescafé

FULL FLAVORED, because in Nescafé all the aroma and flavor of freshly roasted coffee are "sealed in" by added carbohydrates, a distinctive process developed by Nestlé. In Nescafé, all the fragrance, goodness and stimulation of fine coffee are preserved for you, roaster fresh, until released in your cup.

And Nescafé is so easy to prepare... a coffee extract, powdered for your convenience, it saves so much time and work. There's no coffee maker to get ready or to clean, no grounds to dispose of. Each cup is made to individual taste, always delicious, always the same.

Nescafé is economical, too, especially so as you make only the amount you want...you get all the advantages of Nescafé for about 1¢ per cup.

Nescafé (pronounced *nes-ca-fé*) is a Nestlé product, composed of equal parts of intelligently brewed soluble coffee and added carbohydrates (dextrose, maltose and dextrose) added solely to protect the flavor.

ANNEFIELD SUGAR & NESTLÉ PLANT



NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A.



DOG COLLARS, 1944 VARIETY, ARE NARROW BANDS OF FAKE OR REAL JEWELS AND PEARLS WORN ALONE OR ON RIBBONS TIED AROUND THE CENTER OF NECK. YOUNG GIRLS ARE



Matching dog collars of plaid and bridle leather are worn by Arlene Dahlman and her Scottie. This is in much better taste than putting a duplicate of a girl's fancy jeweled collar on a dog.

DOG COLLARS

Girls revive a dowager fashion of 40 years ago

To enhance the "dressy look" of the fall designs, fashion has brought back the *re plus ultra* of Edwardian elegance, the jeweled dog collar. There is, however, a difference. In its great period the dog collar was the costly hallmark of queens, dowagers and great professional beauties. In its 1944 revival it is a trinket of moderate price, worn mostly by the young.

The heyday of the dog collar was the reign of King Edward VII (1901-1910). The collars of that time were made of real jewels, covered most of the neck and found special favor with aging ladies whose necks began to show wrinkles. All of them were custom made. Louis Cartier, renowned Paris jeweler, built his dog collars from lead molds which were replicas of the client's neck. They cost from \$10,000 to \$200,000. Queen Alexandra and Queen Mary led the style in England. Mrs. William Astor and Lillian Russell in the U. S. The vogue lasted until World War I when bobbed hair and the boyish form ended the era of stately dress. Most of the grandes dames put their dog collars in the safe with their tiaras. Only a few of society's most jewel-bound dowagers—Mrs. Stotesbury, Mrs. Vanderbilt, Mrs. Twombly and Mrs. Van Alen—still bring them out for gala occasions.

The present dog-collar fad started last year when Mary Martin, star of *One Touch of Venus*, wore a narrow black velvet ribbon around her throat to shorten line of her long neck (LIFE, Nov. 22, 1943). Most of this year's dog collars are made of black velvet ribbon trimmed with fake stones.



WEARING THEM WITH ALL TYPES OF CLOTHES. THESE ABOVE COST \$4 TO \$20



Queen Mary, as princess of Wales, wore this magnificent dog collar with more than 1,000 diamonds. No modern dog collar attempts to cover the neck as this one does.

One in Beauty and in Quality

HOLEPROOF
PROPORTIONED HOSIERY
LUXITE KNIT UNDERWEAR
MEN'S FINE SOCKS

© H.H. Co.

All are size 9½

—different proportioning of pantyhose—

IN stockings made of rayon, proportioned hosiery as distinguished by Holeproof means greater beauty and better wear.

That's because they offer not only right length and correct foot size, but are knit to sleekly cling to curves of different size legs. Thus they not only clothe but glamorize.

+ + +



More and more discriminating women look for the Luxite label on slips, gowns, bed jackets, pajamas, and panties of soft textured knit fabrics. For that label assures not only authentic style but a controlled uniform quality.

+ + +

In socks, styled and knit by Holeproof select from new Pow-wow Stripes and Totem Clocks knit in Indian Tribal Colors. Also Argyle Plaids and the "Year Rounder" solids woven in 6 x 3 rib. Each offers the comfort and longer wear of full foot size, knit the skilled Holeproof way of soft, highly absorbent yarns.



You will find Holeproof Proportioned Hosiery, Luxite Underwear and Holeproof Men's Socks in Department Stores and specialty stores that guard their quality reputation.

HOLEPROOF HOSIERY CO., MILWAUKEE 1, WIS.
(IN CANADA, LONDON, ONTARIO)

FINE STOCKINGS, MEN'S SOCKS AND LUXITE KNIT UNDERWEAR

QUALITY PRODUCTS BY
HOLEPROOF
RED & R. PAT OFF
KNITTING 71 YEARS



OLDEST AND MOST IMPRESSIVE OF NEWPORT'S GREAT HOUSES IS THE BREAKERS, REBUILT BY VANDERBILTS IN 1894 AND NOW CLOSED FOR THE WAR. THIS "COTTAGE" HAS 100 ROOMS



"For Sale" signs are no longer uncommon on Bellevue Avenue. Lack of buying interest may be partially attributed to the sky-high real-estate taxes, which the city has refused to lower.

Life Visits a Fading Newport

With a whimsy found only among the very rich, the great houses pictured on these pages were called "cottages" when they were built near the turn of the century. Surrounded by acres of gardens and grounds, they stand in stately rows along Bellevue Avenue in Newport, R. I., which was once "the richest street in the world." Since the passing of the Gilded Age that these houses symbolized, two wars, a long depression, high income and inheritance taxes and the shortage of servants have dimmed Newport's splendor. The doors of many of these villas will never be opened again. A few have passed into the city's hands for nonpayment of taxes because their owners have not thought them worth redeeming.

But Newport is not finished yet. A group headed by Robert Goelet is trying to bring new blood to Bellevue Avenue, to break down the barriers of snobbery and even to bring an interurban bus line into this inaccessible resort. There still are millionaires in Newport and last summer was the liveliest since prewar days. Some estates have been leased by the Navy. As her contribution Mrs. Cornelius Vanderbilt, Newport's most famous *grande dame*, has turned her estate into a chicken farm.



AYMAR JOHNSON ESTATE IS NOW CLOSED. THREE YEARS AGO NEWPORT'S LAST GREAT PREWAR PARTY WAS HELD HERE WITH TWO ORCHESTRAS PLAYING UNDER A LAWN PAVILION



Harry Payne Whitney estate on Bellevue Avenue had its roofs demolished and interior gutted by fire five years ago. Mrs. Whitney died in 1912 and the house has been left unoccupied.



Ochre Point had a staff of 40 servants when it was occupied by the late Mrs. Ogden Codet. Her son Robert, the present owner, lives with his family in a smaller house, Winthrop Villa.



Edson Bradley estate, built by a New York liquor magnate, is the largest house in Newport and currently held by city for \$12,000 back taxes. U. S. Army leased this property temporarily.



Belmead, built by George S. Scott has been sold to the government. It is now naval training house for Newport Naval Training Station men. Officers live in house, enlisted men in garage.

Life Visits Newport (continued)

Prewar Quality

YOU CAN SEE AND FEEL!

"That's for me!" is what you'll say the moment you see the 8 Amity-originated features (secret pocket, spare key pockets, for example) . . . the moment you feel the fine handcrafted leathers that go into every Amity "Director" Billfold.

At good stores everywhere.
\$3.50 up plus tax.

BUY MORE WAR BONDS

AMITY
"DIRECTOR"
BILLFOLD

AMITY LEATHER PRODUCTS COMPANY, WEST BEND, WISCONSIN



Bailey's Beach, once famed for being exclusive, no longer is. During the war, part of the beach has been opened to servicemen and their families (shown in foreground).



James J. Coogan estate is a monument to Newport revenge. Built 40 years ago, it was occupied quietly for several seasons by the Coogans of New York. One year they



Newport Country Club now has a public golf course with a \$2 greens fee. Because of caddie shortages, many of the Four Hundred may be seen carrying their own clubs.



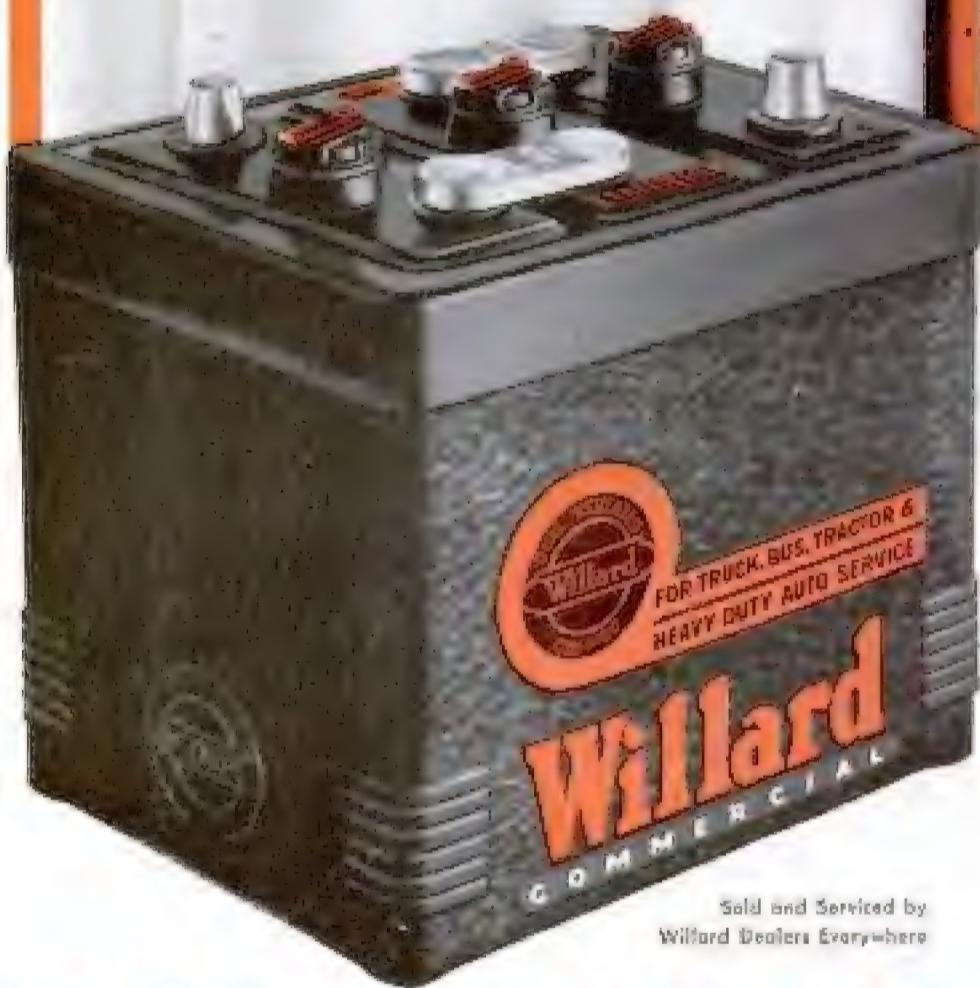
issued invitations for a ball. Nobody came. Mr. Coogun took his family away and never returned. Family still owns the house, has purposely let it go to rack and ruin.

CONTINUED ON NEXT PAGE

Precious

Distinction with a personal slant...
the wearer's own initials proudly
wrought in gleaming sterling sil-
ver. Unmistakably quality...un-
mistakably Swank. \$2.50 and up.
★ BUY MORE WAR BONDS...TODAY ★

You can depend
on
Willard
Quality



Sold and Serviced by
Willard Dealers Everywhere

Willard
"SAFETY-FILL"
BATTERIES

—for Tanks • Combat Cars • Jeeps • Walkie-Talkies
• Ships • for Cars, Trucks, Tractors and Buses at home

... the power to carry on!



Awarded Cleveland Plant,
Willard Storage Battery Co.

WILLARD STORAGE BATTERY CO. • CLEVELAND • LOS ANGELES • DALLAS • TORONTO



Rough Point belongs to Doris Duke Cromwell and was occupied this summer by her mother, Mrs. James H. Duke. It is kept up as well as ever. In foreground is Cliff



Farmlands is estate outside Newport owned by Captain and Mrs. Walter G. Dyer. With an attitude typical of Newport's younger generation, they have turned away



Walk where strollers get a good view of estates that lie near water. In old days Newport society did not welcome sight-seers, but recently the animosity has lessened.



The Dyer family, who once owned the house at the top of the hill, now occupy a much smaller house out in the country. The Dyers have become farmers and have more than 45 acres planted or in pasture.

Famous 'Kiss Room'

OFFERS YOUR LIPS THIS
BEAUTY CHALLENGE-



Kiss Room in El Torrocho, Ultra-Smart New York Bistro

How Many Of The Loveliest Actresses and Socialites Glamorize Their Lips . . .

Are your lips so appealing that you'd be invited to leave their impression on the ceiling or walls of the Kiss Room—that fashionable rendezvous which boasts of the lip-imprints of many of the most fascinating Hollywood actresses and Social Celebrities?

For years many of these gorgeous creatures have been ardent devotees of the beauty-famous Louis Philippe ANGELUS Lipstick and there are very good reasons why:

1. ANGELUS has a special creamy texture—not too hard—not too soft—but evenly balanced "just right" to imbue your lips with bewitching LIP-ALLURE.
2. It "stays put" for hours without drying or caking.
3. ANGELUS never appears "greasy."
4. Thrilling fashion shades. At all cosmetic counters.

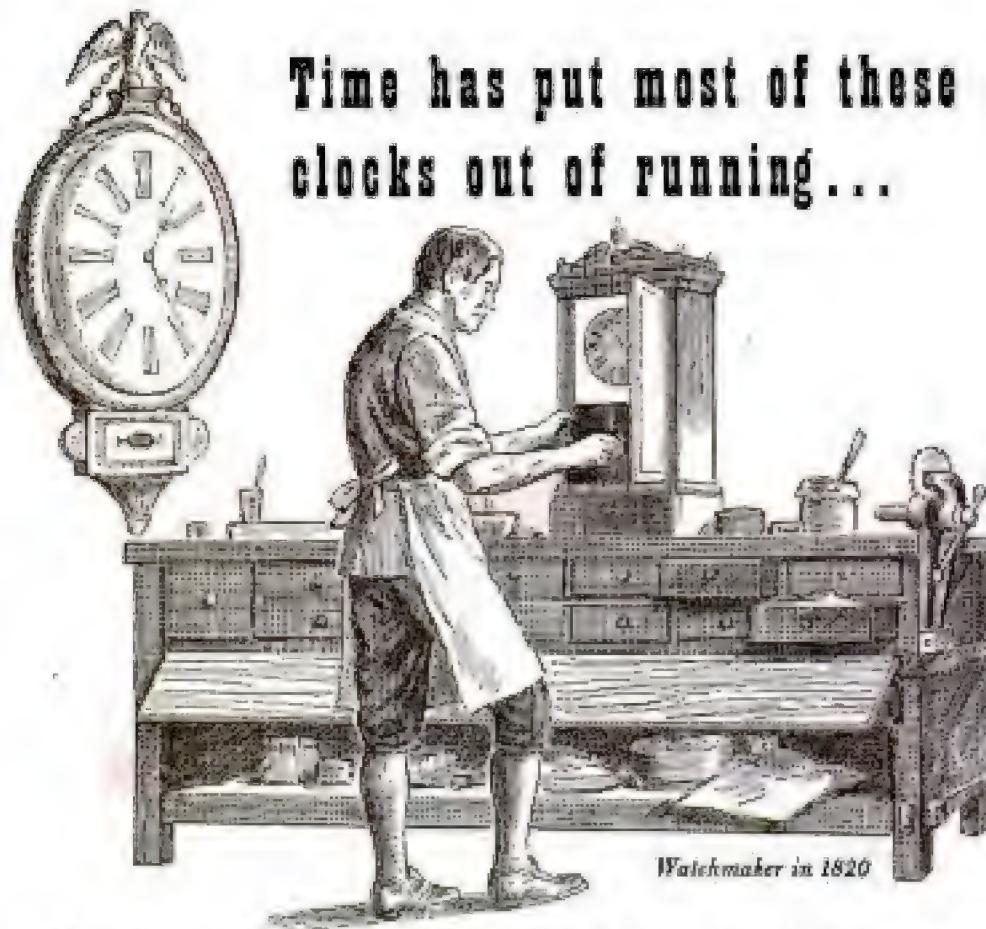
ANGELUS

THE HOUSE OF

Louis Philippe

ANGELUS LIPSTICK — ROUGE — FACE POU DRE — CREAMS — MAKE-UP





Time has put most of these
clocks out of running...

Watchmaker in 1820

But time has added to Johnnie Walker's popularity

Johnnie Walker still sets the pace among fine scotch whiskies. You get an extra margin of mellowness backed up by a flavor that's in a class by itself.

Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call... call again.



**JOHNNIE
WALKER**
BLENDED SCOTCH WHISKY

CANADA DRY GINGER ALE, INC., New York, N.Y.
Sole Importer

BUT UNITED STATES WAR BONDS AND STAMPS

RED LABEL

BLACK LABEL

Both 56.8 Proof

LIFE'S MISCELLANY



A P-51 FIGHTER LOOKS LIKE THIS WHEN CRUISING ALONG IN NORMAL FLIGHT

PHOTO CARICATURES SHOW PLANE STRESS

These fanciful photographic caricatures of planes were made in the dark-room of the AAF Technical Data Laboratory, Wright Field, Dayton, Ohio, by printing negatives of normal flight pictures on sensitized paper held at odd angles to the light. Though they look like pure gags, these exaggerated views help pilots understand how stresses are imposed on planes. Plane actually does stretch, compress and bend, but only in fractions of an inch.



THE P-51'S NOSE GETS LONGER WHEN THE PILOT INCREASES SPEED SUDDENLY



BENDING STRESS HITS WINGS AND BELLY OF PLANE ON PULL-OUT FROM DIVE



COMPRESSIVE STRESS OCCURS WHEN THE PLANE'S SPEED IS REDUCED SHARPLY



BIG TEN
FINGERTIP
Styled by

Lakeland

Big Ten is America's biggest selling fingertip coat. Luxurious fleece — warm but not weighty—with lustrous quilted lining. Choice of attractive colors. Men's and boys' sizes. Visit your authorized Lakeland dealer, or write—
Lakeland Mfg. Co., Sheboygan, Wis.

if it isn't a CROTON
it isn't the famous
AQUAMATIC
self-winding, waterproof watch*

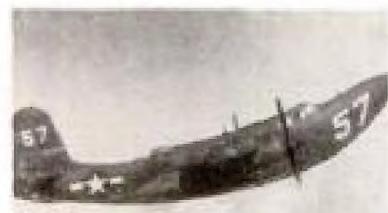
Preferred by America's fighting men on every battlefront . . . AQUAMATIC is waterproof, shockproof, anti-magnetic; has stainless steel case, radium dial, unbreakable glass, waterproof strap, 17 jewels, same pre-war price, \$39.95. Write for free booklet. Croton Watch Co., 48 W. 48th St., New York 19, N. Y.

*No winding necessary—
wrist action keeps it running.

Croton
FOR ALL TIME SINCE 1878



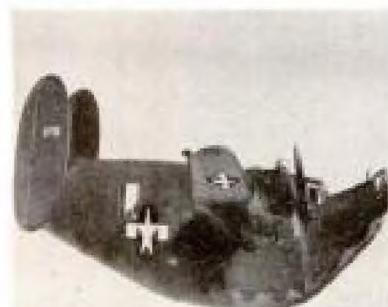
LIFE'S MISCELLANY (continued)



A-30 BENDS ITS NOSE UP IN CLIMB



FAST POWER-STOP CONTRACTS A-30



B-24 BENDS HEAVILY IN PULL-OUT

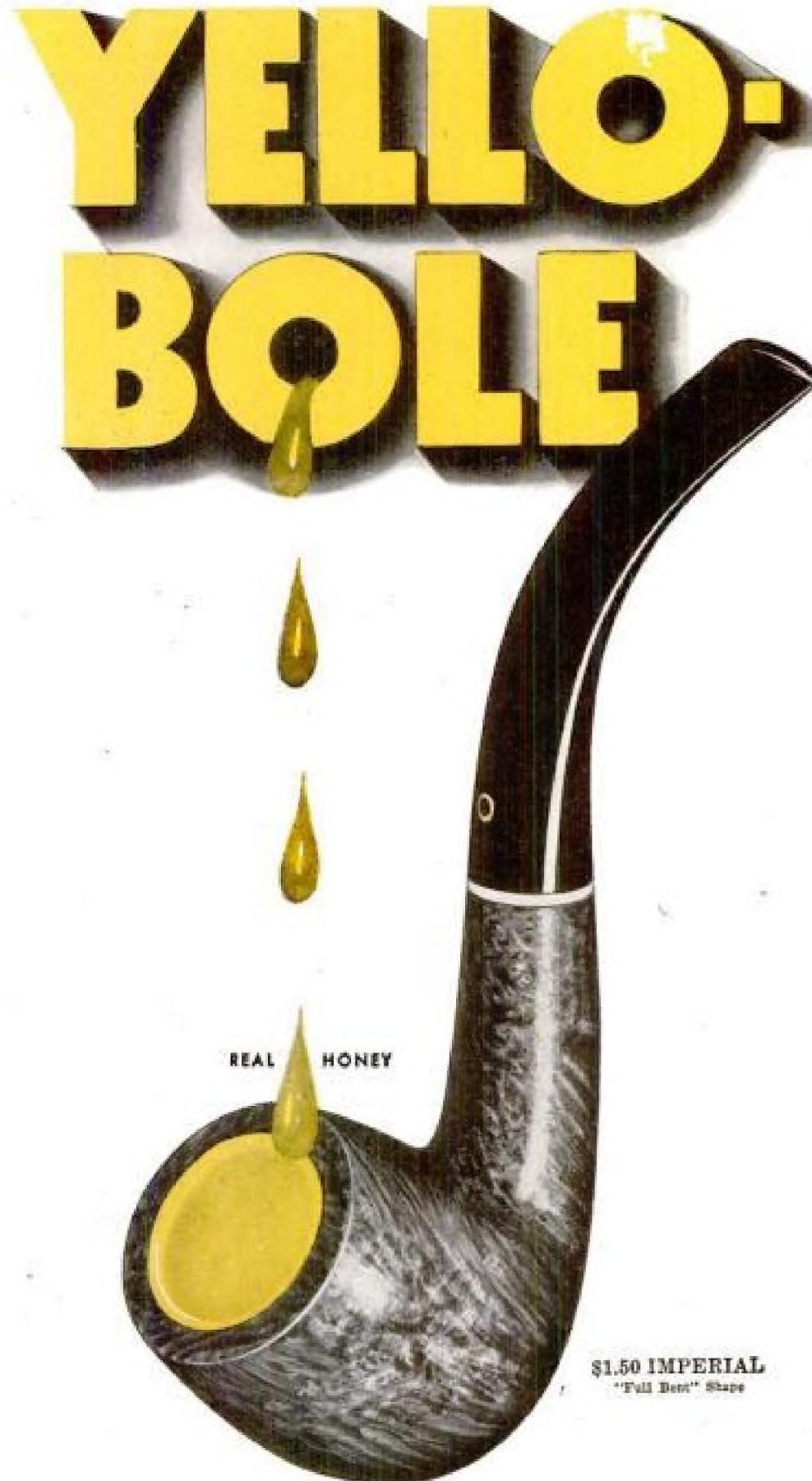


VIOLENT MANEUVER DISTORTS B-25



B-25 STARTS BEND FOR A PULL-OUT

Time, LIFE, Fortune and the Architectural Forum have been cooperating with the War Production Board ever since Jan., 1943, on the conservation of paper. During the year 1944 these four publications of the Time group are budgeted to use 73,000,000 pounds (1,450 freight carloads) less paper than in 1942. In view of resulting shortages of copies, please share your copy of LIFE with your friends.



the honey-cured smoke

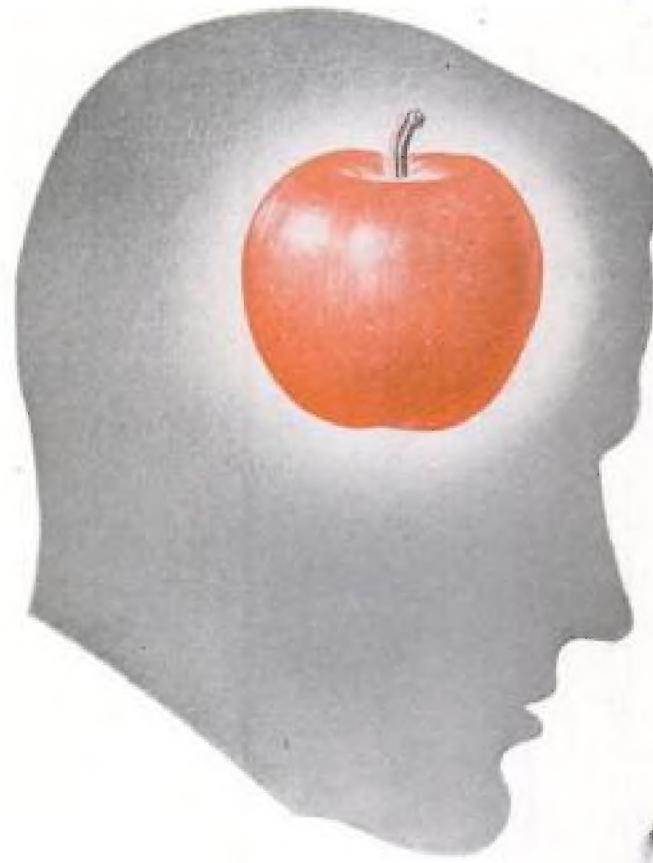
Yello-Bole blends honey with the tobacco, so your smoke is tempered and cured; mild, fragrant, agreeable. This is true of the very first smoke and continues afterwards, as well. (The golden lining protects the bowl of the pipe, and keeps on sweetening and flavoring your smoke.) It has been particularly appreciated for 11 years by men who hate to "break-in" a new pipe. Beautiful pipe bowls, selected from Nature's best burls—not ordinary lumber. Look for the yellow lining and name Yello-Bole at your dealer's. If not immediately available please remember that men on every fighting front need them and are getting them first.



YELLO-BOLE IMPERIAL \$1.50
YELLO-BOLE PREMIER \$2.50
YELLO-BOLE STANDARD \$1



YELLO-BOLE A NAME TO REMEMBER, WHEREVER YOU ARE—
AND WHEN YOU COME HOME



**"ARE YOU PLANNING AN
APPLE CAREER
FOR THE BOYS?"**

ASKS *Bob Bowes*

President and Founder of Bowes "Seal Fast" Corporation — Pioneer in Sale Tire Repair

● If you're not planning in some way to avoid the economic let-down everyone forecasts, you certainly are guilty of neglecting your duty to the boys who are fighting for us. It's squarely up to all of us . . . not just the Government . . . to see that our Returned Veterans get decent breaks. We, here at Bowes "Seal Fast" Corp., have developed a plan which should inspire you to work out one of your own.

HOW THE BOWES PLAN WORKS

At our expense we will train a selected group of men in the business of selling and distributing our products. When he's completely trained, each man will be furnished the necessary working capital and suitable sales equipment to start his own business as our exclusive wholesale distributor in a territory of his own. Such a business yields big money to men big enough for a big job. This plan, we believe, expresses American Faith in the American Enterprise.

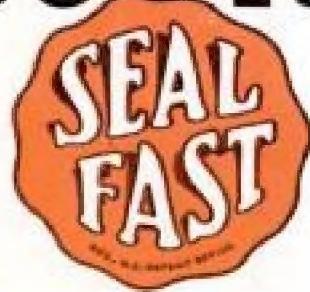
IT'S THIS . . . OR ANOTHER WPA!

Nobody wants another WPA or a Bonus March, but unless you as an individual help by planning now to create genuine opportunities for returned service men, certainly we are heading for some sort of bureaucratic "boondoggling."

The size of your business, whatever it is, can be stretched to include opportunities for returned service men. Let's start now in the name of American Enterprise to help these men get on their own.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA

BOWES



Dependable
**TIRE REPAIR
SYSTEM**

LIFE'S MISCELLANY (continued)

EVOLUTION OF THE OVERALL

Workingmen would have a hard time recognizing as overalls some of the dapper outfits which young girls are wearing today. Women started wearing overalls about 15 years ago. These were unglorified copies of what men wore—bulky trousers with loose bib tops and wide straps. Gradually overalls for women took shape, form, color and decoration. Now they are made in a variety of styles, some of them as brief and alluring as bathing suits.



FIRST OVERALLS LOOKED LIKE MEN'S



LATER, TOPS WERE SHAPED, FITTED



NOW SOME HAVE PRETTY TRIMMINGS



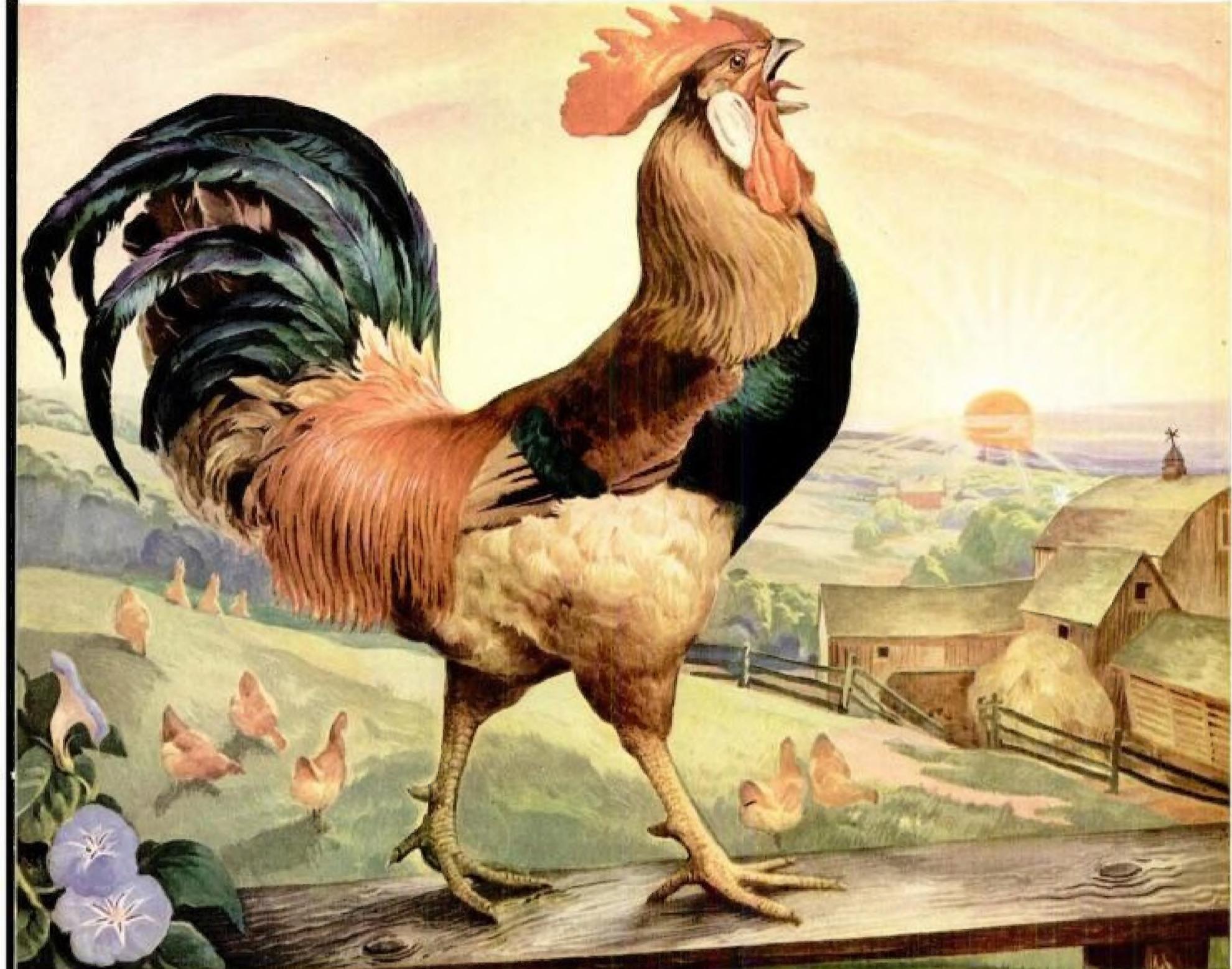
TROUSER LEGS ARE CUT OFF AT CALF



SOME LOOK LIKE A PAIR OF SHORTS



AND THESE ARE THE BRIGHTEST OF ALL



Like **Sunny** Morning in your Glass!

You will say many nice things about SCHENLEY Reserve. But one thing *all* agree upon: this fine, smooth flavor is like morning sunshine in your glass . . . so *mellow and light* . . . a work of genius . . . each sunny amber drop a glow-

ing part of a magnificent whole. Small wonder, then, that SCHENLEY Reserve is such a favorite.

You'll taste the proof of this in your first high-ball, your first Old Fashioned, Manhattan, or Whiskey Sour . . . made with SCHENLEY Reserve.

SPEED THE DAWN OF VICTORY
CONSERVE PAPER

Yes, Victory comes wrapped in paper! Make each piece *s-t-r-e-t-c-h*. Share newspapers and magazines. Accept simple wartime packaging. Don't ask stores to "wrap it". Conserve paper—for Victory!

SCHENLEY
Reserve
BLENDED WHISKEY



Schenley Distillers Corporation, New York City, 86 proof—sixty per cent grain neutral spirits

Have a "Coke" = Ahoy, mates



...or keeping up the good work

Faster and faster the ships go down the ways in the wartime shipbuilding program. From sunny California to the coast of Maine, workers have learned that *the pause that refreshes* helps everybody do more work and better work. *Have a "Coke"* says a hard-working shipbuilder to his mates. It's a little minute

long enough for a big rest. Whether in a shipyard or in your own living room, Coca-Cola stands for *the pause that refreshes*,—has become a symbol of friendly relaxation.

* * *

Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".



"Coke" = Coca-Cola
It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".

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